



Champions First:
Rethinking Partner
Enablement at Scale



Speakers



Kristin Carey

Vice President,
Partner Development



Vivek Venkatesh

Partner Marketing Leader



eTrigue Expertise

eTrigue Lead Accelerator Programs deliver turnkey, Insights-driven direct and channel partner marketing campaigns at scale.

- Turnkey Marketing Campaigns
- Rapid Go-Live, 7–10 days to MQL
- Supporting 93 countries, 21 languages
- HQ: Silicon Valley

Clients:



Agenda

1

How to find and over-invest in Partner “Champions”

2

What Partner Enablement at Scale looks like

3

How AI makes true segment-by-segment customization achievable without more headcount

Find Your Champions First – Then Over-Invest



Champions, at Any Partner Size



A Mixed Partner Base, One Approach That Scales



Leverage AI for both Partners and End-Users

Partner Enablement at Scale

- **Segment partners** by engagement potential, not just deal size — an engaged mid-tier reseller can outperform a dormant enterprise account
- Build a **tiered model**:
 - ✓ Deep, high-touch enablement for champions
 - ✓ Lighter, self-serve assets for the long tail
- Consider scaling **through Distributors**
- Treat enablement as a **continuous loop**, not a launch event



What Successful Enablement Looks Like



- Database of Partners
- Monthly Partner Webinars sharing new product launches
- Ensure Partners have a sustainable AWS business
- AI Agent reviews the opportunities in Salesforce Database, looks for similar opportunities, approves it, Agent is validating the entire process
- Reward: successful co-sell efforts, high-quality service delivery, and shared innovation with ISVs

Ideal Outcomes:

- **Sales cycles shorten**
- Enablement **headcount stays flat**
- Champions become a **feedback channel**
- **Partner satisfaction and retention improve**

Hyper ABM in Action:

eTrigue Insights Messaging - “Contextual Relevance”

Engaging prospects with contextual relevance
and providing Sales Reps the confidence
needed to close more opportunities.



eTrigue Insights Messaging – “Contextual Relevance”

Prospects receive unique 1:1 ABM messaging = 3-5x higher engagement.

- 100% of content is customized based on Prospect “Insights” and their relationship to the asset(s)
- Experience, background, interest’s, company focus, industry and technical expertise determine the unique focus for each prospect’s ‘care-about’s’
- Comprehensive guardrails to support professionally relevant messaging and specific messaging guidelines, while preventing competitive and other undesired references

Subject: Cloud security as enabler for financial services innovation
Date: Thursday, July 17, 2025 at 11:00:52 AM Daylight Time
From: Jim Sales
To: Ayn Dechavez

 Your Partner
Logo Here

eBook

**Transforming security from
gatekeeper to accelerator
at iCapital**

Adam,

As VP of Software Engineering at iCapital, you're balancing the need to accelerate cloud adoption with the stringent security and compliance demands of financial services. Security can't be a bottleneck—it needs to enable your engineering teams to move faster while meeting regulatory requirements.

The eBook, [“Cloud business transformation security best practices,”](#) offers frameworks



“eTrigue Insights Messaging” – knows the recipient

Subject: Optimize SEI's AWS migration and modernization strategy

From: Jim Sales <jim.sale@genericpartner.com>
To: Robert Corcoran <rcorcoran@sei.com>



eBook

Enhance SEI's cloud strategy with expert insights

Robert,

Financial services firms like SEI face unique challenges in migrating and modernizing their IT infrastructure. The pressure to reduce costs, improve security, and accelerate time-to-market for new features is constant.

Our eBook "[Accelerating your AWS journey: Migration and modernization for software companies](#)" offers a comprehensive guide to navigating these complexities.

Here's what you'll find inside:

- **Cost savings strategies** to reduce infrastructure expenses by up to 66%
- **Speed to market techniques** that can make new feature releases 43% faster
- **Productivity boosts** with a 29% increase in staff efficiency
- **Security enhancements** leading to 45% fewer security incidents
- **Development cost reductions** by up to 68%

Read eBook



Subject: Costco Wholesale IT modernization strategies

From: Jim Sales <jim.sale@genericpartner.com>
To: Mike Anderson <manderson@costco.com>



eBook

Aligning retail IT with business growth objectives

Mike,

Retail IT environments face unique challenges, from managing vast amounts of customer data to ensuring seamless operations during peak seasons.

Our eBook "[Accelerating your AWS journey: Migration and modernization for software companies](#)" offers a comprehensive guide to navigating these complexities.

Explore these strategies:

- **Cost reduction** through strategic migration
- **Enhanced productivity** with modernized applications
- **Improved security** via cloud-native solutions
- **Faster time-to-market** for new features
- **Scalability** to meet seasonal demands

Read eBook



Subject: Martinrea International's AWS modernization strategy insights

From: Jim Sales <jim.sale@genericpartner.com>
To: Megan Hunter <megan.hunter@martinrea.com>



eBook

Optimizing cloud migration for automotive supply chains

Megan,

The automotive industry faces unique challenges when it comes to cloud migration and modernization. From ensuring operational continuity to maintaining supplier relationships, the transition to AWS requires a strategic approach.

Our eBook "[Accelerating your AWS journey: Migration and modernization for software companies](#)" offers a comprehensive guide to navigating these complexities.

Explore key insights:

- **Cost savings** through unified modernization strategies
- **Faster time to market** for new features and innovations
- **Increased staff productivity** with streamlined processes
- **Enhanced security** with reduced incidents
- **Lower app development costs** through efficient resource utilization



“eTrigue Insights Messaging” – knows the industry

Subject: Dovetail Games IT Strategy Enhancement Insights

From: Jim Sales <jim.sale@genericpartner.com>
To: Ian Butcher <ian.butcher@dovetailgames.com>

Your Partner
Logo Here



eGuide

Optimize Ecommerce Migration for Dovetail Games

Ian,

Ecommerce migration presents unique challenges, from aligning stakeholder expectations to ensuring technical feasibility and ROI. At Dovetail Games, the pressure to deliver a frictionless customer experience while maintaining robust security and scalability is ever-present.

The “[Ecommerce Migration](#)” eGuide provides a comprehensive framework to navigate these complexities.

Key insights include:

- **Stakeholder alignment** strategies to foster collaboration across departments
- **Platform evaluation criteria** to identify the best fit for your business
- **TCO assessment** techniques to uncover hidden costs
- **ROI modeling** approaches to project long-term benefits
- **Shopify Plus advantages** for rapid deployment and scalability

[Read Guide](#)

Subject: AstraZeneca's Ecommerce Migration Strategy Insights

From: Jim Sales <jim.sale@genericpartner.com>
To: Oliver Henderson <oliver.henderson@astrazeneca.com>

Your Partner
Logo Here



eGuide

Migrating Ecommerce Platforms for Pharmaceutical Success

Oliver,

Pharmaceutical manufacturing companies face unique challenges when migrating ecommerce platforms, including regulatory compliance, data security, and operational continuity.

The “[Ecommerce Migration](#)” eGuide provides a comprehensive framework to navigate these complexities.

Key insights include:

- **Stakeholder alignment** early engagement of key departments
- **TCO assessment** evaluating initial, ongoing, and hidden costs
- **Platform selection** choosing the right architecture for your needs
- **ROI modeling** calculating the financial impact of migration
- **Shopify Plus advantages** faster launch, reduced development dependency, and improvement

[Read Guide](#)

Subject: Virgin Wines IT Operations: Navigating Ecommerce Migration

From: Jim Sales <jim.sale@genericpartner.com>
To: Duncan Hardy <duncan.hardy@virginwines.co.uk>

Your Partner
Logo Here



eGuide

Optimize Ecommerce Transition for Virgin Wines

Duncan,

Migrating ecommerce platforms presents unique challenges, especially for a dynamic industry like wine and spirits. The transition must balance technical requirements with business continuity to avoid revenue loss and customer dissatisfaction.

The “[Ecommerce Migration](#)” eGuide provides a comprehensive framework to navigate these complexities.

Key insights include:

- **Stakeholder alignment** early engagement with key departments
- **Requirements evaluation** diagnosing current platform failures and setting future goals
- **Platform selection** weighing the advantages and risks of on-premise, open-source, and SaaS options
- **TCO assessment** evaluating initial, ongoing, and hidden costs
- **ROI modeling** key inputs for accurate financial projections

[Read Guide](#)

Partner Enablement Takeaways

- 1 Focus on Partners that are **highly invested** in your product
- 2 Build a decent mix of Partners **that believe in the vision of your** Partner Program
- 3 Build a **sustainable, repeatable enablement process**, leveraging Agents wherever possible

Get a Complimentary Partner Marketing Roadmap:



Peer
Rankings



Personal guide to
scale partner
marketing



Tips on what to
prioritize
for the most
impact



eTrigue.com/Roadmap



Thank you!

Let's meet: etrigue.com/demo | +1-800-858-8500



Kristin Carey

VP, Partner Development

408-490-2905

kristin.carey@etrigue.com



Vivek Venkatesh

Partner Marketing Leader

vivek.venkatesh@gmail.com