

TIPP for Scaleups

For growth businesses looking to boost their market visibility
The highly effective way to find channel partners and enhance your profile

FIVE STEPS TO FINDING YOUR PERFECT PARTNER

PARTNER PROFILING

We help you build a compelling proposition to attract the best candidates

PROGRAMME MARKETING

We promote your brand through all our marketing and social media channels

CANDIDATE SELECTION

You can select as many candidates as you wish to meet

ONLINE MEETINGS

We help you prepare your meeting strategy to make most impact

CHOOSE YOUR PARTNER

We promote your successes with your new partners

TYPES OF PARTNER WE CAN FIND

Channel Partners



Product/Service Reseller
'Naked' and/or 'Value Add'



Go-to-market
Joint sales and marketing



Implementation services
Solution and/or systems integration

Product/Service partner



Point solutions/services
Fill gaps in your solution/service portfolio



Technology developers
Integrate leading-edge, differentiating technologies into your solution or service



Platform providers
Incorporate your technology in their platform

WHAT WE BRING TO THE PARTY



Our successes

We have **never** failed to find credible partnership candidates for our TIPP client



Our expertise

We give you our expert view on the candidates – and where the pitfalls might lie



Our experience

Our long-time analysis of the market gives us access to a huge number of potential partners



Our trusted name

Associate your company with one of the most respected brands in the tech sector



YOUR brand visibility

We intensively promote your brand in UKHotViews and our social media channels

For further information contact amiller@techmarketview.com

CLIENT SUCCESS STORY: ASSURIA

THE COMPANY

For over 15 years, Reading-based Assuria has provided trusted cybersecurity software solutions that power Security Operations Centres, IT Protective Monitoring services and internal SIEM services to SMEs and large enterprises in almost every business sector.

THE PARTNERS

Assuria was looking to extend its partner network to accelerate growth. Ideal potential partners would be tech businesses that already offer cybersecurity consultancy or software, and managed services companies looking to add cybersecurity services to the mix.

THE OFFER

Partners have the opportunity to add a new and profitable revenue stream in one of the fastest growing segments of the tech market. Assuria fully supports its partners to set up and manage their own Security Operations Centre.

THE RESULT

As a result of the programme, Assuria is in discussions with several potential partners and was still receiving enquiries months after the programme closed.



Leveraged access to decision makers at potential partner organisations

Assuria Cofounder and CEO Terry Pudwell engaged TechMarketView to help build out his partner network, the key to the company's growth. Assuria is highly regarded by its partners but generally flies 'under the radar' in the cybersecurity services market, making it more challenging to get the attention of decision makers in potential partner organisations. TechMarketView tailored its Innovation Partner Programme to significantly enhance Assuria's market visibility in order to overcome the 'who is Assuria?' challenge and attract potential partner organisations to engage with the company. TechMarketView set up a series of 'Meet Assuria' sessions over three days for decision makers in potential partner organisations to book an e-meeting slot with Terry. As a result, Terry was able to present Assuria's partnership opportunity to decision makers in several organisations over the course of a matter of days rather than the many months this would have usually taken.



"The 'Meet Assuria' TechMarketView Innovation Partner Programme has been a great learning experience for us. Working through the various approaches with TechMarketView has improved our own understanding of how to go to market with our Security Operations Centre platform proposition and we've strengthened our messaging as a result. I'm sure we're going to see some new partners out of this, both directly from the programme itself as well as potentially through the mailshots that we sent to our existing contacts promoting the programme. We have undoubtedly increased our visibility by orders of magnitude through the programme, and our credibility as well."

Terry Pudwell, Cofounder & CEO, Assuria

Want to learn more?

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