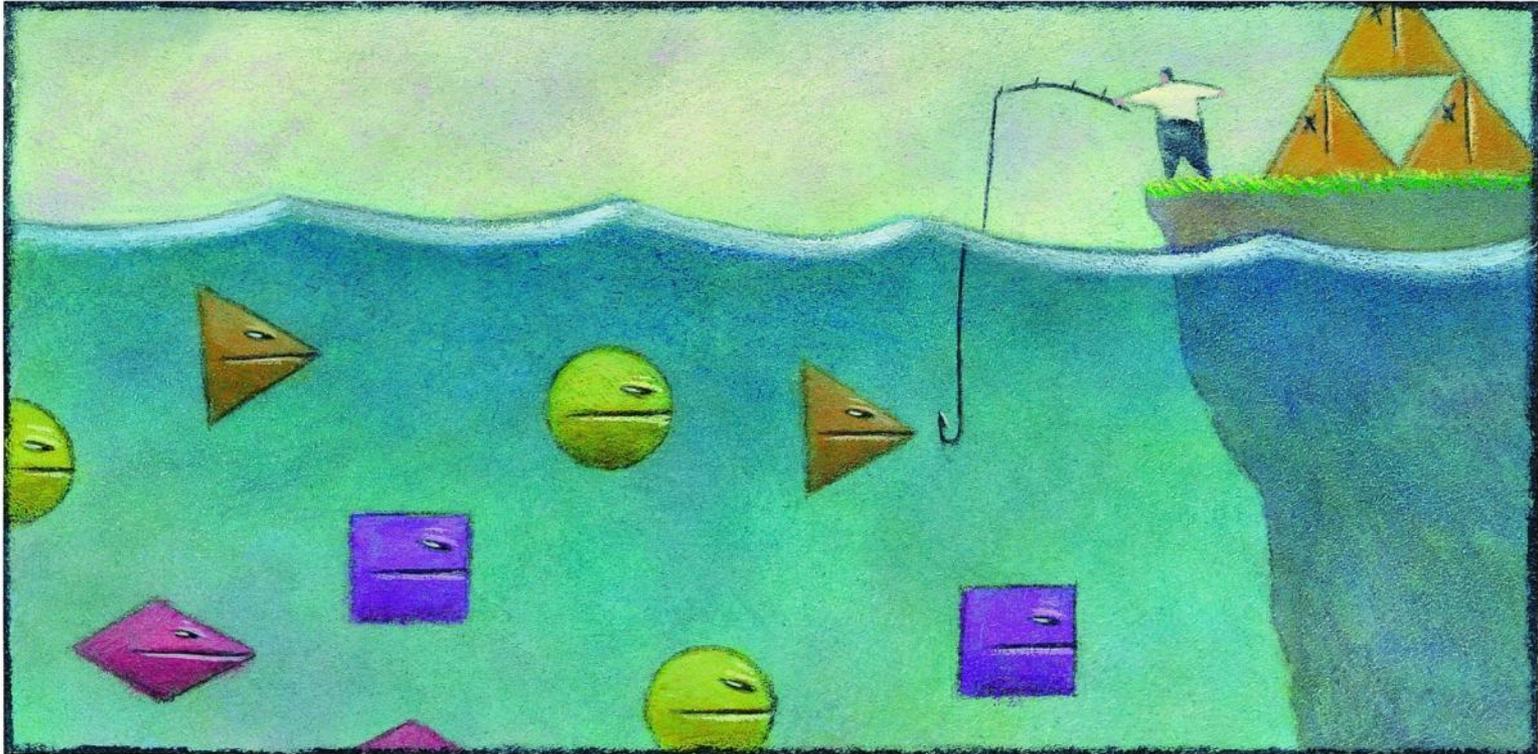


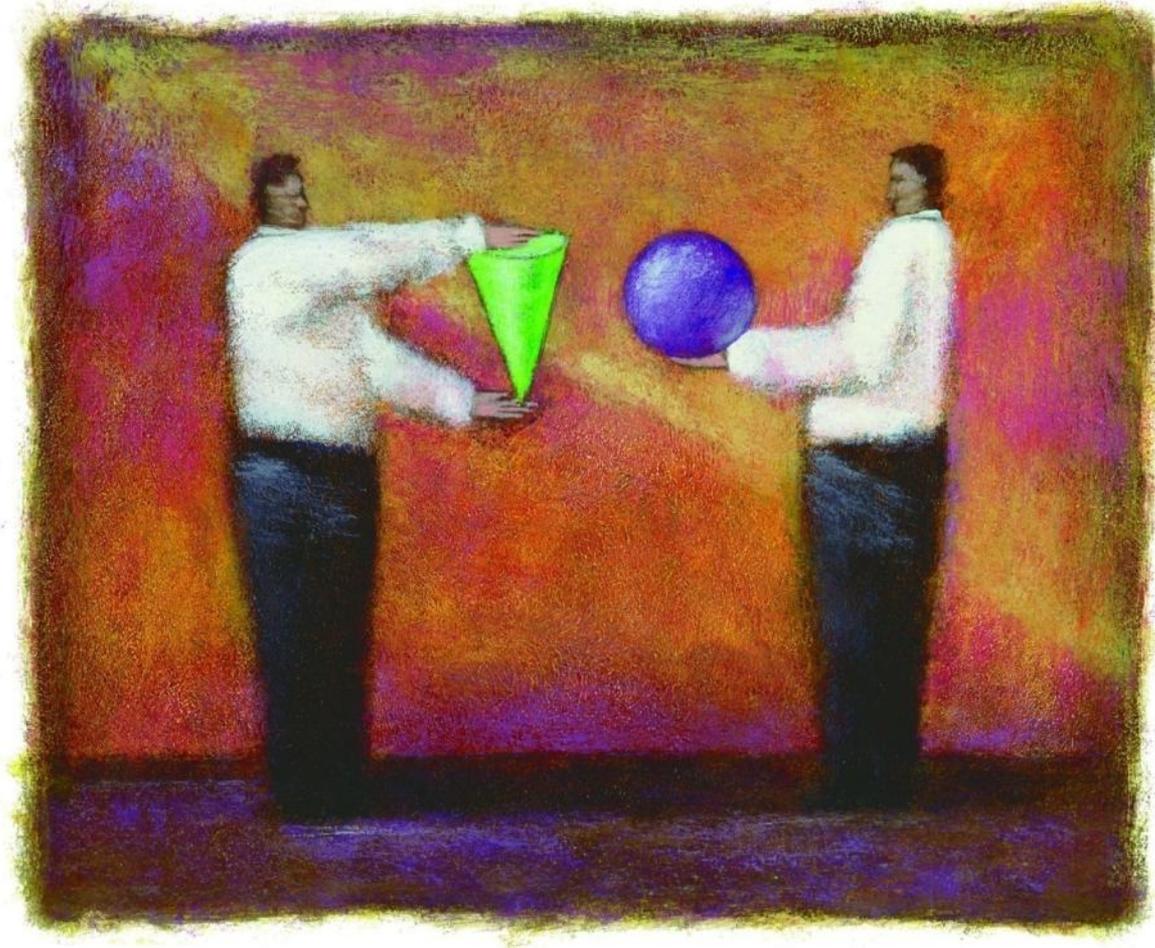
# Channel Strategy for SaaS Success



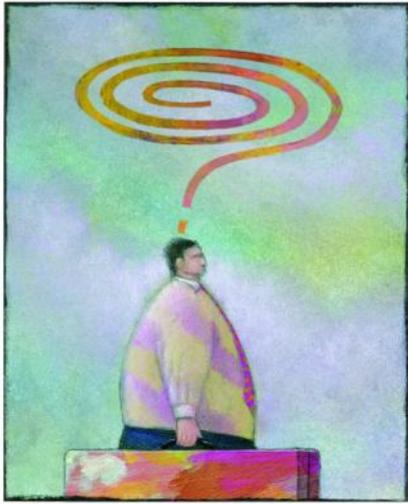
# DISINTERMEDIATION REAL OR DOTCOM BUST?



# THE WORLD IS VERTICAL



FAQTORS



# THE TRUSTED ADVISOR

- Has the ear of the prospect
- Has the industry expertise
- Has veto power over decisions
- Has a stable of other prospects

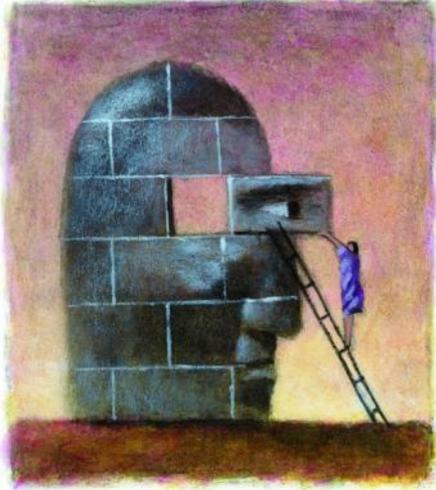


## THE TRUSTED ADVISOR

- Has the ear of the prospect
- Has the industry expertise
- Has veto power over decisions
- Has a stable of other prospects

## SYSTEMS INTEGRATION

- Can integrate with legacy systems
- Can make your deployment a success
- Has consulting relationship with client
- Can build a practice that includes your service





## THE TRUSTED ADVISOR

- Has the ear of the prospect
- Has the industry expertise
- Has veto power over decisions
- Has a stable of other prospects



## SYSTEMS INTEGRATION

- Can integrate with legacy systems
- Can make your deployment a success
- Has consulting relationship with client
- Can build a practice that includes your service



## DOMAIN EXPERTISE

- Understands the vertical requirements
- Can speak the language
- Can offer the killer app



## THE TRUSTED ADVISOR

- Has the ear of the prospect
- Has the industry expertise
- Has veto power over decisions
- Has a stable of other prospects



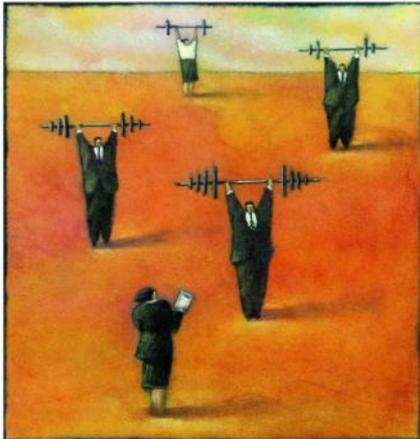
## SYSTEMS INTEGRATION

- Can integrate with legacy systems
- Can make your deployment a success
- Has consulting relationship with client
- Can build a practice that includes your service



## DOMAIN EXPERTISE

- Understands the vertical requirements
- Can speak the language
- Can offer the killer app



## FEET ON THE STREET

- Face-to-face sales
- Local training and support services



## THE TRUSTED ADVISOR

- Has the ear of the prospect
- Has the industry expertise
- Has veto power over decisions
- Has a stable of other prospects



## SYSTEMS INTEGRATION

- Can integrate with legacy systems
- Can make your deployment a success
- Has consulting relationship with client
- Can build a practice that includes your service



## DOMAIN EXPERTISE

- Understands the vertical requirements
- Can speak the language
- Can offer the killer app



## FEET ON THE STREET

- Face-to-face sales
- Local training and support services



## BUSINESS PROCESS OUTSOURCING

- Existing client base
- High levels of customer retention
- Limited need for customer service



## THE TRUSTED ADVISOR

*Helping to Close Customers*



## SYSTEMS INTEGRATION

*Working with Legacy Systems*



## DOMAIN EXPERTISE

*Understanding Customer Requirements*



## FEET ON THE STREET

*Face-to-face Sales and Services*



## BUSINESS PROCESS OUTSOURCING

*Providing a Complete Set of Services*



## MEET WITH 300+ CHANNEL PARTNERS

*BUSINESS PROCESS OUTSOURCERS*

*TRUSTED ADVISORS*

*SYSTEMS INTEGRATORS*

*VERTICAL SOLUTION PROVIDERS*

*VALUE ADDED RESELLERS*

## HOPE TO SEE YOU THERE

<http://www.faqtors.com/channels>