



ENHANCING YOUR ABILITY
TO DRIVE REVENUE
AND BUSINESS RESULTS

Skillsoft® Channel Partner Program



LEADING THE WAY TO SUCCESS

As a distinguished leader and pioneer in learning, Skillsoft strives to partner with organizations that work toward driving business results and creating sustainability for long-term success. Whether you are targeting new markets and customers, or looking to add value to your existing customer base, the addition of Skillsoft's comprehensive range of products and services will serve as a powerful statement to your customers and prospects alike.



As a Channel Partner, the ability to bundle Skillsoft learning content allows ADP Workforce Now Comprehensive Services to address our clients' talent management needs in a comprehensive and cost-effective manner.

In addition, the wealth of resources, support and expertise we receive as part of the Skillsoft Channel Partner Program translates to increased value for our clients, and ultimately, a significant competitive advantage.

Jess Urriola
Director – Product Management at ADP

Skillsoft's partner philosophy

With our partners, Skillsoft has two shared goals – reach and revenue. We want to reach additional markets, geographies and customers, as well as drive incremental revenue.

We improve the business of our partners by providing them with elearning solutions that are linked to our mutual growth strategies.

In regions where Skillsoft has a presence, our Channel Partners complement our solution or address additional market segments or niches. In regions of the world where we do not have a direct presence, our partners cover the territory in all aspects of the business. These partners often also localize Skillsoft products.

Our philosophy is built upon strategically selecting partners and then supporting them to achieve success.

Key success factors

Two key factors contribute to the success of a Channel Partner:

1. **Commitment** – from the Channel Partner as well as from Skillsoft to dedicate the appropriate resources, not solely financial but also in terms of engagement to ensure program success.
2. **Open communication** – between the Channel Partner and the Skillsoft Channel Account Team to evaluate opportunities and adjust the solution as required.

Dedicated to your success

Skillsoft offers you a skilled support team available to assist in designing, implementing and continuously enhancing the solution offering to your customers. Our primary objective is to develop a program that enables you to successfully sell Skillsoft products and services. Your Channel Account Team, consisting of a seasoned sales professional and

CLIENT SPOTLIGHT



PARTNER WITH SKILLSOFT

Partner with a market leader that has 6,000 customers and more than 19 million learners. You'll represent the products and services of a pioneer and innovator – in the past five years Skillsoft invested an annual average of \$40-50 million in R&D.

✓ Deliver results

Skillsoft's business impact and ROI is among the best in the elearning industry.

an experienced consultant, provides guidance and resources to help you.

Develop a selling strategy

- Implement and deploy Skillsoft products
- Package and market to your customer base
- Meet and exceed your sales targets

Initial program planning

You will have expert assistance defining and developing your business development strategy

Our partnership with Skillsoft allows us to deliver on our mission to positively shape the lives of people and organisations across Africa.

Skillsoft's agile partner approach, their high-quality content assets, wealth of experience, methodologies and supportive account teams empowers us to shape unique, measurable learning solutions for our clients.

Irwin van Stavel
Senior Partner, LRMG
Performance Agency

and timetable with the help of your Skillsoft Channel Account Team. From the initial program design to the measurement of key sales and marketing metrics, partners are advised on how to obtain maximum business results.

The process begins by understanding your current business model. It evolves as we define our joint goals and objectives for the partner relationship and define critical success factors. Skillsoft's step-by-step implementation guide facilitates development of the roadmap for achievement. The result is a proven method to achieve mutual business success.

Technical planning

Skillsoft Application Engineers assist you in crafting a solution that meets your requirements. Whether you choose to use Skillport® learning management system or integrate our learning resources into an existing environment, Skillsoft will work with your technical professional to achieve transparent interaction with Skillsoft technology.

Skillsoft delivers both front line and senior level support 24x7x365 via a comprehensive Online Support Portal as well as email, chat and phone.

About Skillsoft

Skillsoft is a pioneer in the field of learning with a long history of innovation. Skillsoft provides cloud-based learning solutions for customers worldwide, ranging from global enterprises, government, and education to mid-sized and small businesses.

Skillsoft's customer support teams draw on a wealth of in-house experience, flexible delivery platforms and a comprehensive learning e-library to develop off-the-shelf and custom learning programs tailored to cost-effectively meet customer needs. Skillsoft's courses, books and videos have been developed by industry-leading learning experts to maximize business skills, performance, and talent development.

Skillsoft currently serves over 6,000 customers and more than 19,000,000 learners around the world.



✓ Portfolio

Expand and complement existing products and services.

✓ Revenue

Drive sales through enhancement of your core product or service.

✓ Loyalty

Create longer-term relationships with customers.



For more information or to learn more, call 866-757-3177 or visit www.skillsoft.com

The Skillsoft value proposition for Channel Partners at a glance

Sales support

- Account Team support to expedite sales cycles and explore growth opportunities
- Consulting to help you support your customer sales
- Business reviews with the Skillsoft Account Team to review sales, pipeline, successes, challenges and strategies for future growth

Partner enablement

- Best practices for Channel Partner success
- Program design and implementation guidance
- Partner onboarding – an extensive training and initiation period

Comprehensive content and leading learning platform

- Unique solution offering for your differentiation
- Bundling opportunities for speedy and low-risk go-to-market solutions
- Skillport, a leading cloud-based learning management system (LMS)
- Online catalogs in various formats for simplicity in reproduction

Marketing support

- Customizable brochures and other marketing collateral
- Promote your logo and business on Skillsoft's corporate website and use the Skillsoft authorized partner logo
- Channel Partner website: Online access to product updates, case studies, white papers, newsletters, analyst reports and best practice insight

Administrative and technical support

- Technical acumen for successful deployment
- Administration training

24x7x365 customer support

- To support resellers as the front line customer support provider to customers, as well as escalations

Annual Channel Perspectives conference

Access to Skillsoft elearning content

Customer implementation materials

We improve the performance of organizations by improving the performance of their people.

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