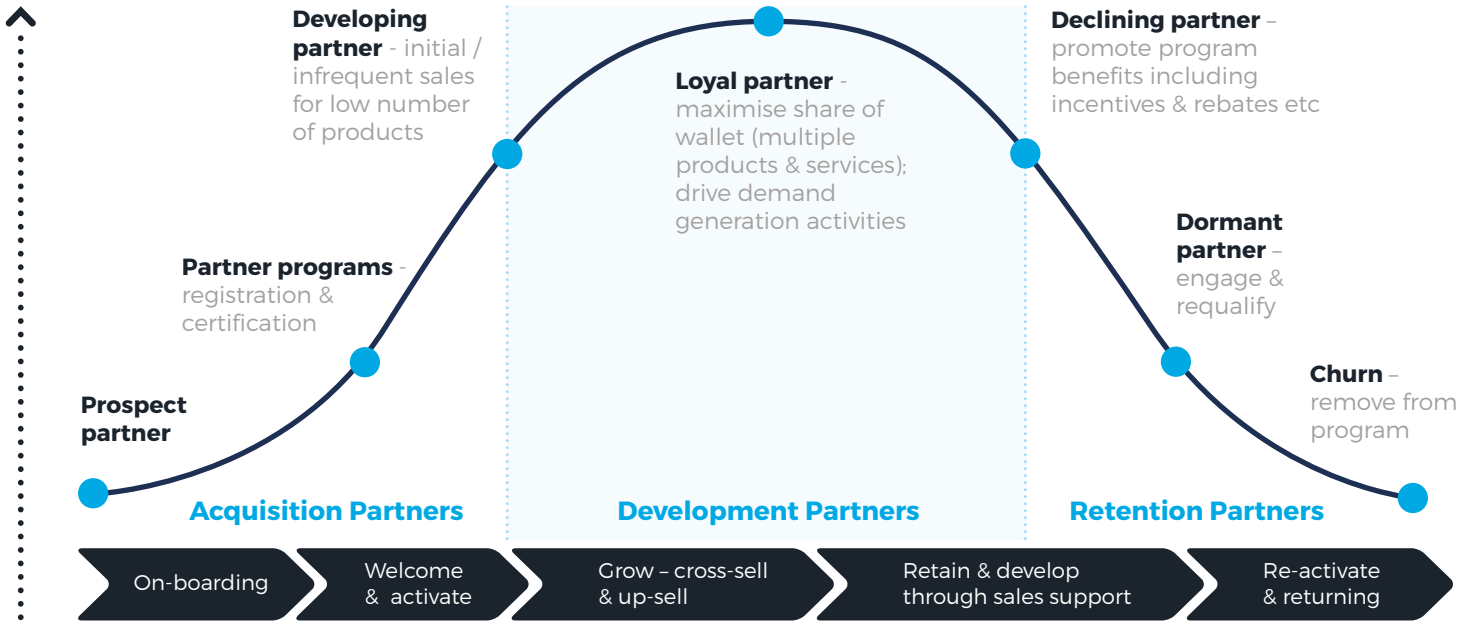
HARTE HANKS

Managing **the channel partner lifecycle**

Harte Hanks recognises that today's technology vendors have to work harder and smarter to compete for their channel partners' 'share of mind' and more importantly 'share of wallet'. Pareto's Law (80% of revenue from 20% of partners) directs vendors to focus resources (time and money) on their key strategic partners. But is this sustainable? Can you grow without increasing coverage and developing deeper relationships with a broader base of partners? Data-driven partner lifecycle management will help you to seize opportunities and maximise your marketing potential. Can you afford to ignore the potential for incremental revenue from your 'unmanaged' and 'untapped' partners?



Incremental revenue through partner channel

