



Agency Channel Business Advisement – Referral List

Channel Acuity

Channel Acuity specializes in helping technology and telecommunications companies devise and execute innovative, efficient, and lucrative channel sales strategies. With a wealth of experience, including leadership roles at companies like Comcast, Apple, Level 3/Lumen, IntelPeer, and Sun Microsystems/Oracle, we offer objective insights and extensive industry relationships to help you navigate the diverse array of partnering options available today. Whether you're a startup or an established firm, we can assess your channel readiness and tailor a program to optimize your sales, profits, and investments. Channel Acuity founder, Cary Tengler, in his most recent role as VP of Indirect Sales at Comcast Business, was instrumental in building an award-winning channel program generating \$1 billion in annual sales.

Contact: Cary Tengler, Founder and Managing Partner

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Channel Innovation

Channel Innovation sits at the intersection of the world's leading technology providers, their distribution channels, and the businesses implementing those technologies. Channel Innovation can walk you through how these specialized channels work to deliver horizontal growth by increasing the number of people selling a provider's offer, or by combining the providers value proposition with additional complementary capabilities, strategic planning, project management, and implementation support. Unlock the power of Third-Party Sellers in building better Customer Engagements. Gain expertise, access solution-based sales expertise that consistently delivers high Customer satisfaction and lower churn.

Contact: Tom Gorey, President

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The Channel Standard

With nearly 25 years of leadership in the channel community, Eric Brooker has built a reputation as a trusted advisor to suppliers and partners around the globe. His expertise spans channel sales, channel marketing, strategic planning, and tactical execution, equipping organizations to unlock growth and accelerate results. Through The Channel Standard, Eric partners with suppliers seeking to maximize their return on investment in the channel, as well as those entering the ecosystem for the first time with a clear, actionable strategy. His approach blends real-world experience with a proven track record of driving measurable impact for clients.

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JS Group

JSG is a proven channel go to market firm with proven results activating channels in the telco, cloud, security, and services space – we don't talk a good game we are the good game. We create new channel programs and evolve existing ones to meet the demands of the Telarus channel and ensure your success in their partner community. We understand how this channel works because our team has decades of experience in this specific agent and advisor channel, and we recognize the needs of your business for growth in the channel – including your cost of channel pressures and need for ROI results. Let us help you to build out the right channel strategy, go to market plan and resultant channel program that enables everyone in the channel value chain to win.

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The Channel Advisors

The channel has a complicated and complex go-to-market strategy. It takes a significant amount of time and money to get established and to see a return on your efforts. You can reduce your time to ROI and the number of mistakes you make by having someone who has been there before to guide you through this process and help you build the practice. The Channel Advisors help suppliers who have the desire to build a channel program by advising and providing SaaS suppliers with the tools, processes, and resources necessary for their goals. We will reduce your time to ROI by advising and helping you stay away from common pitfalls and build a sustainable program on industry best practices.

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