

	Go-to-Market Program Development			Alliance Program Development	
	Cloud Services Practice	Green Tech Practice	Market Development Practice	Strategic Alliance Practice	Microsoft Programs Practice
Program Objectives	Define requirements for a successful Cloud Services program and execute that program offering any of the capabilities outlined below:	Expand GreenTech programs by enhancing the portfolio and increasing distribution through any of the capabilities outlined below:	Develop go-to-market strategies for technology companies to increase revenues, expand market share, and broaden distribution utilizing any of the capabilities outlined below:	Establish win-win strategic alliances with target market leaders and innovation companies to broaden solution offerings and increase market penetration, with explicit responsibilities and roles, and professional processes and relationships, drawing upon the capabilities listed below:	
Market Requirements Analysis	Research and identify target market and associated needs for a given program.			Research and identify target market and associated needs for a given program based on the collective value of the proposed or existing alliance.	
Program Definition and Development	Develop a market strategy and go-to-market program to increase service/solution adoption by enhancing the portfolio, increasing distribution and penetrating new markets, creating new revenues and increasing profits.			Develop a market strategy and go-to-market program to increase service/solution adoption based on the technology and solution offerings of the respective partners and the distribution channels available to the alliance as a whole.	
Identify Potential Funding	Market development funds by partner.	Tap into ARRA funding for sustainable solutions.	Market development funds by partner.	Market development funds by partner.	Identify market development funds within Microsoft by product group, incentive program, key account win.
Develop Business Plan	Develop program business plan incorporating target market analysis, cost model, revenue model, resource requirements, ROI, competitive matrix, contingencies/risks, etc..			Develop program business plan incorporating target market analysis, cost model, revenue model, resource requirements, ROI, competitive matrix, contingencies/risks, etc..	
Solution Definition	Research and define technologies and/or solutions to support target market needs to sustain profitable revenue growth.			Review product portfolio of proposed or existing partners to identify key solutions and technologies to assist in meeting market goals.	
Partner Assessment	Identify appropriate partners to support solution development, technology requirements, distribution requirements and/or support requirements. Define "best-fit" partners based on a profile model assessing alignment from culture to compensation and billing models.			Utilize partnering methodologies to assess partner fit, potential risks, risk mitigation tactics, alliance metrics and management models to support individual partner and overall alliance requirements.	
Partner Engagement	Define and execute contracting model, alliance metrics and management models to support individual partner and overall alliance requirements.	Leverage existing Awareness and Outreach programs through Utilities, Energy Service Companies, Not-for-profit Organizations and Federal and State programs or initiatives.	Define and execute contracting model, alliance metrics and management models to support individual partner and overall alliance requirements.	Define and execute contracting model, alliance metrics and management models to support individual partner and overall alliance requirements.	
Channel Management	Establish ongoing alliance / channel management model and manage to metrics defined by the respective partners.			Establish ongoing alliance / channel management model and manage to metrics defined by the respective partners.	
Sales Enablement	Provide sales tools, presentations, sales training, technical training, support training, web-based programs to disseminate program information and to train sales teams across the channel.			Provide sales tools, presentations, sales training, technical training, support training, web-based programs to disseminate program information and to train teams across the channel.	
Program Marketing	Develop comprehensive marketing plan to (1) engage and recruit partners and (2) support partner sales initiatives including AR, PR, web, etc..			Develop comprehensive marketing plan to (1) engage and recruit partners and (2) support partner sales initiatives including AR, PR, web, etc..	
Channel Program or Partner Audit	Analyze current program and make recommendations on how to improve current performance and improve partner relationships. Analyze performance of existing partners and provide recommendations on how to improve performance and relationship.			Analyze current program and make recommendations on how to improve current performance and improve partner relationships. Analyze performance of existing partners and provide recommendations on how to improve performance and relationship.	

## Program Lifecycle Management Model

