

CHALLENGES IN MANAGING TECHNOLOGY PARTNERSHIPS

FIRST ... THE IDEA FOR A NEW PARTNERSHIP

WE HAVE HUNDREDS
OF SHARED
CUSTOMERS WITH
MONEYBOOKS AND A
SIMILAR BRAND ETHOS

WE NEED A
BETTER
ACCOUNTING
SOFTWARE
INTEGRATION

PRODUCT
MANAGER

TECH PARTNER
MANAGER

WE ARE GETTING A LOT OF
REQUESTS FOR A
MONEYBOOKS INTEGRATION

MARKETING,
SALES & CS

THEN ... REACHING OUT TO THE PARTNER

HI! WE HAVE HUNDREDS OF
SHARED CUSTOMERS AND MANY
ARE INTERESTED IN A
MONEYBOOKS INTEGRATION

MONEYBOOKS

AMAZING! LET
ME CHECK WITH
MY TEAM

TECH PARTNER
MANAGER

SCOPING THE INTEGRATION

WHEN CAN WE GET THE
MONEYBOOKS INTEGRATION
BUILT?

3 MONTHS

LET'S SCOPE
OUT THIS
INTEGRATION
AND GET
BUILDING

PRODUCT
MANAGER

HERE'S WHAT I THINK USERS WANT
BASED ON MY RESEARCH AND
CONVERSATIONS WITH
MONEYBOOKS

HERE'S HOW WE THINK OUR
CUSTOMERS NEED TO USE
THIS INTEGRATION

HERE'S WHAT WE CAN DO
WITH THE APIS

MARKETING,
SALES & CS

ENGINEERING

HAPPY TO
HELP

MONEYBOOKS

ENGINEERING

I HAVE A
QUESTION
ABOUT YOUR
API

CHALLENGES IN MANAGING TECHNOLOGY PARTNERSHIPS

PLANNING THE GO TO MARKET LAUNCH

LET'S PLAN A GO-TO
MARKET STRATEGY
FOR OUR NEW
INTEGRATION

MONEYBOOKS

MARKETING

WE PUT THE PRESS
RELEASE, WEBINAR,
AND EMAIL
CAMPAIGN ON OUR
CALENDAR

TECH PARTNER
MANAGER



I'LL PUT IT ON OUR
CALENDAR

MARKETING

TECH PARTNER
MANAGER

LAUNCH DELAYED BY ENGINEERING

WHERE IS THE INTEGRATION TO
MONEYBOOKS? WE HAVE A
LAUNCH PLANNED IN 4 WEEKS.

TECH PARTNER
MANAGER

SORRY, IT GOT
BUMPED FOR
PRODUCT FEATURE
WORK. THE NEW
COMPLETION DATE
IS 8 WEEKS.

PRODUCT
MANAGER

TELLING YOUR PARTNER ABOUT THE DELAY

I'M SO SORRY! WE HAVE TO
BUMP OUR MONEYBOOKS
INTEGRATION LAUNCH

I'M GOING TO
HAVE CANCEL
OUR MARKETING
ACTIVITIES THEN

MONEYBOOKS

TECH PARTNER
MANAGER

TECH PARTNER
MANAGER

WHERE IS THE MONEYBOOK
INTEGRATION?

TECH PARTNER
MANAGER

IT WILL BE SHIPPING
SOON ... WE HAVE
OTHER PRIORITIES
AND NO ONE WANTS
TO WORK ON THIS

PRODUCT
MANAGER

WE ARE BEHIND SCHEDULE
AGAIN

ENGINEERING

CHALLENGES IN MANAGING TECHNOLOGY PARTNERSHIPS

THE MONEYBOOKS
INTEGRATION IS
FINALLY
LAUNCHING!



TECH PARTNER
MANAGER



THANKS FOR
LETTING US KNOW-
WE DON'T HAVE
ANY MARKETING
RESOURCES RIGHT
NOW

MONEYBOOKS



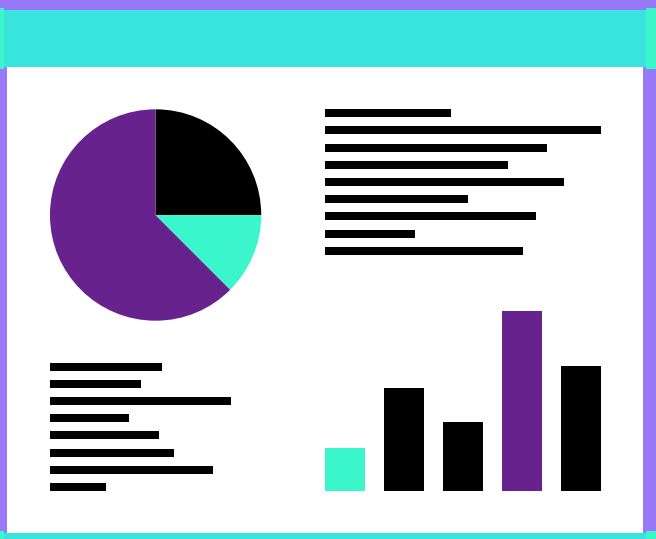
TECH PARTNER
MANAGER



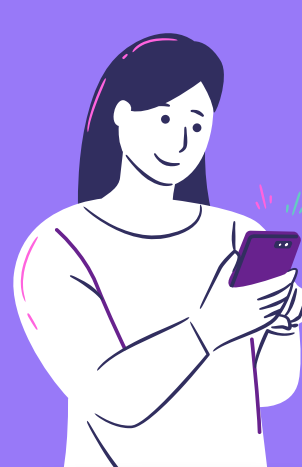
MARKETING

WE CAN PUT IT ON OUR
CALENDAR IN 2 MONTHS

LOW INTEGRATION
ADOPTION



WE'RE NOT GETTING MANY NEW
CUSTOMERS AND EXISTING
ONES ARE NOT INSTALLING IT
LIKE WE WANTED



TECH PARTNER
MANAGER

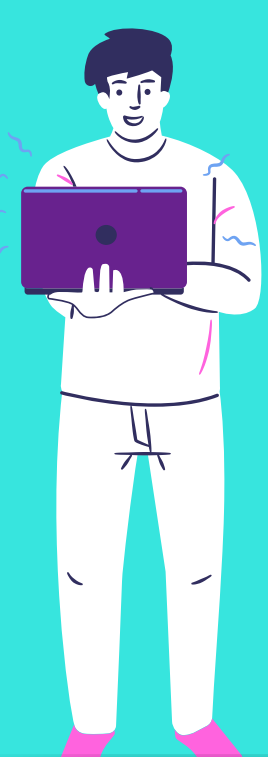


MARKETING

SORRY, AFTER THE LAUNCH
DATE MOVED, WE HAVEN'T HAD
TIME TO MARKET IT TO
CUSTOMERS

INTEGRATION NEEDS
IMPROVEMENT ... BUT
DEV MARKS IT LOW
PRIORITY

FILE A TICKET - WE'LL FIX IT
WHEN WE CAN



ENGINEERING

CUSTOMERS ARE
HAVING A HARD TIME
INSTALLING THIS
AND REQUESTING A
BETTER
INTEGRATION



CUSTOMER
SUPPORT



TECH PARTNER
MANAGER

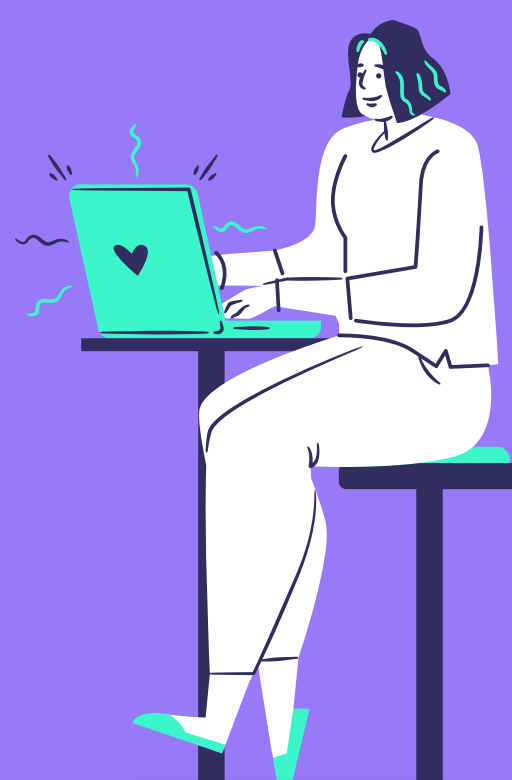
NOT ENOUGH REVENUE
COMING IN ...

WE AREN'T SEEING ENOUGH RESULTS
FROM THESE TECH PARTNERSHIPS.
LET'S INVEST MORE IN MARKETING.



CRO

SIGH



TECH PARTNER
MANAGER

REQUEST A PANDIUM DEMO TO
SEE HOW YOU CAN ACCELERATE
YOUR TECH PARTNERSHIPS
WITH FEWER RESOURCES