

CASE STUDY



HIGHLIGHTS

- ✓ Over 90% MDF adoption since the start of the program
- ✓ Onboard has become the preferred agency partner in the region
- ✓ Full pipeline with a 30% year-on-year growth

Channel Concierge Program with Amazon Web Services (AWS) brings 70% pipeline growth

Onboard has been delivering channel services for the AWS ecosystem across North America, APAC and EMEA for over a decade, helping solidify partner loyalty through consistent, high-quality engagement.

Based on successful global partnerships, AWS entrusted us to support their growing channel community in LATAM in 2020.



Goal 1

Accelerate partner programs throughout the channel.

Goal 2

Provide region-specific channel enablement.

Goal 3

Grow partner ecosystem and channel pipeline.

THE CHALLENGE

1

- The client lacked bandwidth to support and train their growing channel.
- Communication and relationship building needed improvement.
- The priority was to boost MDF adoption and enabling the execution of demand generation campaigns along with partner sales activities.



STRATEGIC PROCESS

2

- We deployed a team of 15 senior tech channel professionals in Brazil, Argentina, Mexico and Colombia.
- Alongside improving communication quality, we developed a reporting system of tools to provide clients and partners with real-time insights.
- We implemented efficient processes and campaign management tactics that resulted in high-trust relationships with the partners and sustainable pipeline growth.
- Continuous training and feedback sessions allow for timely campaign review and modifications to the benefit of the client and the channel.



CLIENT BENEFITS

3

- To date, Onboard is responsible for the enablement of over 80% of the partner channel in LATAM.
- We delivered a highly effective communications and reporting framework that was adopted not only throughout the region but also worldwide.
- By prioritizing and adapting to both the organisation's standards and partner needs, we have achieved an impressive 70% pipeline growth.



TESTIMONIALS



The partnership with Onboard to support our partner marketing operations in Brazil has been instrumental in the execution of our initiatives. A key highlight was the delivery of the Partner Marketing Academy, which structured and scaled marketing knowledge across managed partners, enabling consistent enablement, greater execution autonomy, and alignment with best practices. As a direct outcome of this integrated strategy, we achieved 70% pipeline growth in the region, reinforcing the partner ecosystem and accelerating the impact of our growth initiatives.

- Paulo Henneberg, LATAM Partner Marketing Leader, Amazon Web Services -



ABOUT ONBOARD



Onboard is a full-scale business process outsourcing agency. We provide creative, targeted and integrated marketing & sales services to connect leading technology brands with customers worldwide.

We have been providing sales and marketing support for worldwide technology companies and vendors for over 25 years in 38 languages from 50 locations. Take advantage and contact our team for a free channel process assessment.

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