



# Plumtree aims to boost indirect channel and grow partnerships

ROANNA AVISON

[roanna.avison@rbi.co.uk](mailto:roanna.avison@rbi.co.uk)

Portal framework software specialist Plumtree has vowed to boost its indirect channel and launch a partner programme in the coming months.

The vendor, which sells portal framework integration and collaboration products, content management and Web search services, has a mixed direct and indirect sales strategy.

Tony Sanders, vice-president of worldwide channels at Plumtree, said: "We are trying to grow the indirect business, although a lot of our business in the UK is through the channel."

Sanders claimed the vendor wanted to work with partners that were working along the value chain.

"We want partners that want to develop the market and then sell and implement into corporates with us. We also want to foster a close working relationship with our partners, rather than a transaction-based relationship," he said.

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**Tony Sanders, Plumtree**

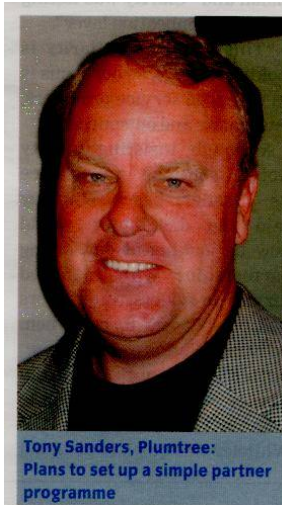
Sanders insisted Plumtree was seeing "substantial traction" with a wide variety of partners from the large consultants to solution providers "despite having very different ways of addressing the market".

"The consultants are driving revenue from selling their own services and in some cases reselling the software, but in other cases they are asking us to do it. The solution providers are driving revenue around reselling both hardware and software. Despite the difference both are making progress."

Sanders highlighted clear and constant communication with the channel as a key area for the vendor as it looked to grow its indirect business.

"This is particularly key if we want the channel to be an extension of our sales team. So we need to make sure we have a clear, concise message and continue to deliver on that message," he said.

He also revealed the vendor was in the process of creating



**Tony Sanders, Plumtree:**  
Plans to set up a simple partner programme

that will be designed to resonate with the partner community. Many vendors have overcomplicated programmes with many levels, but we aim to make our extremely simple.

"The programme will focus on the large consultancies and smaller consultants and solution providers. We will also invest in the developer market and integrate these partners into our sales process," he said.

Mark Ward, managing director of Plumtree reseller Chapter 26, said the vendor's understanding of the channel was refreshing. "It trusts partners to deliver its solutions along with broader solutions offerings," he said.

Ward added that Plumtree had a sustainable business model in an exploding market.

a partner programme. "In the next couple of months a partner programme will be coming out