



# Partner onboarding: A quick and efficient process for growth

## The first step toward achieving exponential benefits far into the future

*"The beginning is the most important part of the work."* – Plato

**A good start** provides a **strong and sound foundation** for a relationship. Partner onboarding is one of the most important steps of the partner-vendor relationship. This initial phase is all about setting up Partners for success.

Alcatel-Lucent Enterprise Partner onboarding is a multistep, **structured process** to initiate and **integrate new participants** into the ALE Partner Program **quickly and efficiently**.

Efficient onboarding means getting to business quicker and accelerating time-to-revenue.

**The end result? A better Partner experience. Better business.**

## Our commitment

Support our Partners along their journey, to reach their business goals while making it easy to work together.



## The onboarding journey

### Quick and efficient onboarding for success

The Partner onboarding journey is a **well-structured program** designed to help Partners become successful and profitable selling ALE solutions, products and services. It complements the Partner Program.

Onboarding begins after the contract is signed and provides **a milestone roadmap the first 12 months** of the partnership agreement. It is the start of a long and fruitful relationship.



**500+**  
Partners onboarded each year

#### 30 DAYS

<b>Sales activities</b> <ul style="list-style-type: none"> <li>Business plan for the current year</li> <li>Share partner profiling</li> </ul>	<b>Portal</b> <ul style="list-style-type: none"> <li>User creation and persona</li> <li>Access to MyPortal</li> <li>Operations training</li> </ul>	<b>Initial enablement</b> <ul style="list-style-type: none"> <li>Sales workshop</li> <li>Pre-sales workshop</li> <li>Order Lab and Demo kit</li> </ul>	<b>Kick-off meeting</b> <ul style="list-style-type: none"> <li>Team alignment</li> <li>Onboarding plan preparation and signature (includes marketing plan)</li> </ul>
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#### 60 DAYS

<b>Sales activities</b> <ul style="list-style-type: none"> <li>Engage in first sales opportunities</li> <li>Joint account planning</li> </ul>	<b>Marketing activities</b> <ul style="list-style-type: none"> <li>Execute first marketing (lead generation) campaign</li> </ul>	<b>Training and certification</b> <ul style="list-style-type: none"> <li>Sales certified</li> <li>Pre-sales certified</li> <li>1st level of post-sales (ACFE) certified</li> </ul>	<b>1st Review with CSM</b> <ul style="list-style-type: none"> <li>Review 30 days actions</li> </ul>
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#### 90 DAYS

<b>Sales activities</b> <ul style="list-style-type: none"> <li>Collaborative selling</li> <li>Celebrate first wins</li> </ul>	<b>Marketing activities</b> <ul style="list-style-type: none"> <li>1st joint blitz days</li> <li>Sales incentive launched</li> <li>Customer event</li> </ul>	<b>Post-sales enablement</b> <ul style="list-style-type: none"> <li>Lab and Demo hands-on</li> </ul>	<b>2nd Review with CSM</b> <ul style="list-style-type: none"> <li>Review KPIs (pipeline and revenue achievement)</li> <li>Check accreditation</li> </ul>
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#### 6 MONTHS

<b>Sales activities</b> <ul style="list-style-type: none"> <li>Collaborative selling</li> <li>Sales and pre-sales able to sell autonomously</li> </ul>	<b>Training and Certification</b> <ul style="list-style-type: none"> <li>2nd level of post-sales (ACSE) certified</li> </ul>	<b>Marketing activities</b> <ul style="list-style-type: none"> <li>2nd joint blitz days</li> <li>Second wave of marketing campaigns</li> </ul>	<b>3rd Review with CSM</b> <ul style="list-style-type: none"> <li>Review KPIs (pipeline and revenue achievement)</li> </ul>
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#### 12 MONTHS

<b>Year-end review</b>	<b>Review KPIs</b> <ul style="list-style-type: none"> <li>Y1 assessment</li> <li>Y2 business plan preparation</li> <li>Pipeline to support Y2 revenue plan</li> </ul>	<b>Review Partner Enablement</b> <ul style="list-style-type: none"> <li>Check competencies and autonomy acquisition</li> <li>Share best practices/discuss areas of improvement/lessons learned</li> </ul>
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T0 = CONTRACT SIGNATURE

## The 4 pillars of successful Partner onboarding



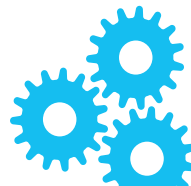
#### Education

Acquire product knowledge and skills to become autonomous



#### People

Invest time to build strong relationships and get personalised support



#### Processes

Get trained on procedures and tools to gain efficiency more quickly



#### Expectations

Meet the requirements set up together to enjoy more benefits

## Benefits



#### Speed

Partner is trained and accredited quickly  
Partner can sell and create pipeline quickly  
Partner can install the first project within 3 months



#### Customisation

Program is discussed with each Partner, individually  
Program is adapted to each Partner's potential  
Feedback channel is used to improve the program



#### Governance and support

Regular onboarding journey follow-up  
Available remote assistance  
Available on-site support



#### Profitability

Reduce total cost of partnership  
Create sustainable pipeline  
Generate recurrent revenue

**ALE's structured approach to Partner onboarding helps reduce complexity, onboard Partners more quickly and reap better business outcomes.**

**Invest in your success. Take part in the ALE Partner onboarding process now.**

To learn more, consult the **Partner Program** menu on [MyPortal](#) or contact your ALE Channel Sales Manager.