



**2112
Brainstorm**

Go to Market With Confidence and Validation

Get access to market intelligence and experts






2112 Brainstorm

Nothing survives in a vacuum. Even the most seasoned sales and channel executive needs the benefit of others' experiences and perspectives.

2112 Brainstorm is a service that provides channel executives with:

- Insights into industry trends
- Feedback on strategies and plans
- Collaboration on the development of programs and initiatives
- Assistance on messaging and positioning
- Access to 2112's market intelligence and trends data





Through 2112 Brainstorm, subscribers will get scheduled and on-demand access to 2112's team of industry experts and our network of experienced practitioners.

2112 Brainstorm provides channel executives with everything they need to go to market with confidence and validation.



The Best Research Just Keeps Coming

As a 2112 Brainstorm subscriber, you'll have access to the best market, industry and route to market insights and data that 2112 produces. 2112 will release new research to aid your strategy and operations.

Available Today

- Vendor channel investments
- Partner sales forecast
- Ease of doing business benchmarks
- Marketplace insights
- Cloud computing adoption
- Managed services trends
- Security channel adoption
- Partner sales capacities
- KPI guides
- Partner behavior best practices
- More...

Forthcoming

- Channel Chief Outlook Report
- Annual Channel Forecast
- Mechanics of MDF
- Deal Registration Benchmark
- Ease of Doing Business 2020
- Nonstandard Pricing Best Practices
- Marketplace Modeling
- Channel Organizational Structures
- Channel Automation Stack
- State of Distribution
- Channel Population

On Demand

- Market Sizing
- Product Sales Trends
- Partner Profiles and Personas
- Partner Satisfaction Benchmarks
- Partner Performance Motivators
- Channel Management Best Practices
- Compensation Best Practices
- Regional Analyzes
- More...



2112's Team of Innovative Experts

2112 Brainstorm gives you access to the 2112 team of route-to-market and channel experts who are adept at uncovering new strategies, thinking, and data to support your partnership endeavors.



Larry Walsh

CEO, Founder
& Chief Analyst



Chris Gonsalves

Senior Vice President
Research



Bryn Nettesheim

Vice President
& Senior Analyst
RTM Operations



Mike Diamond

Senior Director
Market Intelligence



Pick the Right 2112 Brainstorm Package for Your Needs

Brainstorm Starter	Brainstorm Select	Brainstorm Advanced
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Annual basic channel program review <input checked="" type="checkbox"/> Quarterly 1:1 brainstorm call (1 hour each) <input checked="" type="checkbox"/> Select access to 2112 Databank 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Annual basic channel program review <input checked="" type="checkbox"/> Monthly 1:1 brainstorm call (1-2 hours each) <input checked="" type="checkbox"/> 2112 Databank access with limited use rights <input checked="" type="checkbox"/> 1 portal registration for 2112 Databank <input checked="" type="checkbox"/> Commentary/feedback on channel plans and programs <input checked="" type="checkbox"/> 1 presentation to channel team per year <input checked="" type="checkbox"/> 1 presentation to partners per year <input checked="" type="checkbox"/> Participation in 2112 Brainstorm group discussions 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Annual channel program assessment <input checked="" type="checkbox"/> Monthly 1:1 brainstorm call (1-2 hours each) <input checked="" type="checkbox"/> 2112 Databank access with limited use rights <input checked="" type="checkbox"/> Up to 3 portal registrations for 2112 Databank <input checked="" type="checkbox"/> Access to 2112 analysts for supplemental information <input checked="" type="checkbox"/> 2112 Research Report subscription (does not include market intelligence) <input checked="" type="checkbox"/> Commentary/feedback on channel plans and programs <input checked="" type="checkbox"/> Up to 2 presentations to channel team per year <input checked="" type="checkbox"/> 1 presentation to partners per year <input checked="" type="checkbox"/> 2112 presentation/support for channel events <input checked="" type="checkbox"/> Dedicated analyst <input checked="" type="checkbox"/> 20% discount on all 2112 services* <input checked="" type="checkbox"/> Participation in 2112 Brainstorm group discussions
\$12,500	\$25,000	\$50,000

* Excludes Channelnomics products and services



Confidentiality is Paramount



Integrity and confidentiality mean everything in 2112 Brainstorm.



Participating channel executives can rest assured that 2112 will keep all documentation, data, and communications in the strictest of confidence.



2112 will honor nondisclosure agreements and provide contractual assurance that information exchanged in 2112 Brainstorm remains private unless otherwise stated



Program Elements Defined

Annual Basic Channel Program Review	All	2112 will conduct a cursory review of the program structure and objectives to create a knowledge baseline for reference during Brainstorm calls. Subscribers will provide 2112 with a briefing, in which 2112 will complete a program profile. 2112 will provide subscribers with cursory feedback on program structure, objectives, and operations.
Monthly Brainstorm Calls	All	2112 will provide subscribers with monthly one-on-one calls to talk about channel trends, issues, and challenges facing their companies. Before each call, 2112 will ask subscribers to provide talking points so that analysts can prepare reference materials. Starter packages include one hour per month; Select and Advanced subscribers may schedule up to two hours per month. All calls are limited to the named subscriber; not open to group discussions.
Select Access to 2112 Data	Starter	2112 will provide subscribers with select access to 2112 data; 2112 analysts will provide subscribers with data related to conversations, requested during calls. Starter subscribers will not have full access or use rights to 2112 data or the 2112 Databank service.
2112 Databank Subscription	Select & Advanced	Subscribers will have unrestricted access to the 2112 Databank portal for curated 2112 data and research. Subscribers can republish 2112 data, unaltered, with attribution.
2112 Channel Briefings	Select & Advanced	2112 analysts will provide subscribers and their teams with a 1-hour presentation on channel trends, contextualized for their company and technology. Presentations are delivered virtually or in-person (travel expenses not included). Custom presentations are not included.



Program Elements Defined *continued...*

2112 Research Subscription	Select	Subscribers will have access to 2112's research and thought-leadership reports. 2112 publishes four quarterly research reports and monthly thought-leadership reports. Market intelligence and competitive assessments are not included in the subscription.
2112 Briefings/Presentations to Partners	Select & Advanced	2112 will provide subscribers with one presentation on channel trends and issues to partners. Presentations are contextualized for the company and technology. Custom presentations are not included. Presentations are delivered virtually or in-person; travel expenses are not included.
Commentary/Feedback Support	Select & Advanced	2112 will provide subscribers with on-demand feedback – one time per month – on channel plans, initiatives, and announcements.
2112 Brainstorm Group Membership	Select & Advanced	Subscribers will have access to 2112 Brainstorm group discussions, which will happen monthly. Each month, 2112 will facilitate and moderate calls on topics of common interest. 2112 will provide members with transcripts of the calls and access to audio recordings.
Dedicated Brainstorm Analyst	Advanced	2112 will assign a dedicated analyst to facilitate Brainstorm discussions, activities, and support.



CONTACT US TO GET STARTED



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