

Channels Partner Program

add or upsell our AI-powered Platform to your new and existing customers, globally

Program Overview

The New Wave Workspace partner program offers a structured approach for channel partners, resellers to add or upsell our AI-powered Platform to new and existing customers, globally. Our team of commercial and technical experts will swiftly sales enable and support your sales team in qualifying, developing, and winning additional recurring revenue. We do the heavy lifting!

Benefits

New logos, cross-sell, upsell

leverage our key modules and value-add to open dialogues with CxO, CHRO, facility managers, corporate real estate, financial directors

Buyers across the organisation

our value-add expands to several levels across the organisation: CxO, CHRO, facility management, IT, financial directors, and corporate real estate

Recurring revenue

create or add to your recurring revenue stream our Software-as-aService solution. monthly or annual recurring revenue available to you and customers

Local currency

benefit from a pricing model adapted to your local economy, in your local currency. we take the currency variation risks so you don't have to!

Sales and marketing assets

our sales enablement, and sales and marketing assets are easy to understand and accessible from our partner portal: videos, data sheets, industry news



Success stories



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Buyers' Personas

New Wave Workspace value-proposition expands across several buyers' personas in organisations, globally. As a channel partner, reseller, you will fit into one of the channel partner types below.

Personas

Chief Executive Officer

Chief HR Officer

Financial Sector

Corporate Real Estate

Facility Managers

Information Technology

Front of House

Channel Partner Type

business transformation, management consulting firms

culture or digital transformation consultants

private equity firms

digital transformation, culture, and management consultants

design & architecture firms, facility management associations, professional audio visual system integrators, ESG consultants

IT service providers, professional audio visual system integrators, building management system, access control, or energy optimisation vendors

PA, Secretary Associations

Integration Partners

Leverage our existing partnerships with your preferred **best-in-class** technology providers.



Partnership Tiers

a **multi-tier program** that fits the way you work.

- affiliate bronze silver gold platinum diamond

