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A fresh voice for the IT industry

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Greentree's Graham Hill

"We'd like to think we are taking a proactive approach and that being able to offer the best solutions by using our partnerships is a key point of difference for us", says Graham Hill, Greentree's channel director.

While most partner agreements are currently struck up on a customer by customer basis Greentree is working to establish long-term relationships with other vendors so the joint solution interface is available to customers before going to market.

Although they can help to drum up new business partnerships can also bring risks, says Hill, and require high levels of trust.

However the small size of New Zealand IT companies compared to their multinational rivals, and the intimacy of the market, both lend themselves to the formation of strong business relationships within the IT sector, says Hill. In a small community any business working collaboratively with another must trade in an open and honest way or face developing a quick-spreading bad reputation.

"A company like Greentree is relatively small

and local, so if you partner with us you can deal directly with the decision-makers," says Hill. Once trust is established these partnerships can also offer a new source of advice and information.

Hill says Greentree's policy is to build vendor-to-vendor relationships then pass them on to its channel partners.

"Many of our channel partners deal in products from our multinational competitors such as SAP, Microsoft and Sage," says Hill "but Greentree can offer a better solution for customers thanks to our partnerships."

Collaboration and information-sharing is also encouraged among the resellers who may traditionally have considered themselves rivals. "We encourage our channel partners to work together and have set up a discussion forum to share the different ways they've developed or applied the Greentree product and to share general information."

The tendency to remain guarded about sharing such information is unfounded according to Hill.