

Organization Implementation and Partnership Models: Initial Findings

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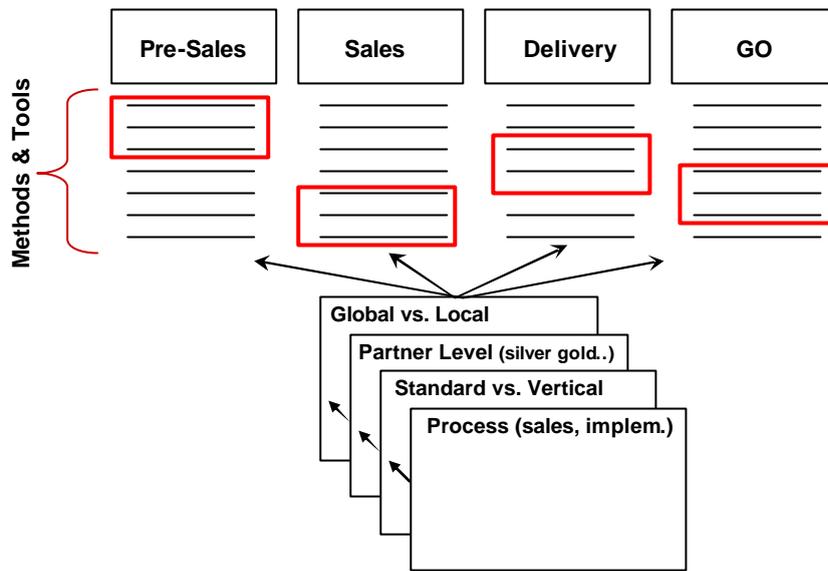
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The proposal for the workshop presentation is to offer initiation results pertaining to the outline of the deliverable WP5 of the 3gERP project, organization implementation and partnership models. The study will be conducted throughout 2007 and early 2008. However, we expect that in 7 weeks time, we will have initial results that will be of interest to workshop participants.

The ultimate goal of this research area is to reduce the costs of implementation and localization of software, and to maintain the profitability proposition for channel partners by promoting a channel partner structure which incorporates the various partner dimensions in a standardized way across products and across the organization. This structure will include models of interaction/engagement between channel partners, methods and tools. Initial efforts will consist of secondary research and limited primary research on the existing structure and dynamics of the sales channels of Microsoft and its main competitors (SAP & Oracle) in small and medium business enterprise resource planning implementations; and the various partner dimensions and the methods and tools used in each stage of sales/implementation channels (templates, blueprints, methods). Current Partner dimensions include:

- Global vs. Local
- Partner Levels (basic, silver, gold)
- Standard implementation versus Vertical specialist
- Phase (pre-sales, sales, delivery, training. etc.)



Additionally, this research will consider other software delivery model issues including alternatives to the traditional license sales revenue model such as Software-as-a-Service (SaaS) and the utility business model, and the impact of such phenomena as Service Oriented Architecture, Web technologies, Open Source, and Governance, Risk and Compliance (GRC per Gartner) issues.