

CRYSTAL FERREIRA

Channel Chief & Global Head of B2B Channel and Alliances for Logitech



Crystal Ferreira is Channel Chief & Global Head of B2B Channel and Alliance for Logitech. She is responsible for establishing Logitech's B2B Channel strategy and developing and maintaining partnerships with distributors, system integrators, value-added resellers and ecosystem alliances that collectively provide unified communications, digital transformation and personal workspace solutions to business and institutional customers.

Logitech Relaunches Partner Program, Offers Full B2B Portfolio.

As we step into 2024, Logitech is thrilled to introduce our revamped partner program and innovative solutions tailored for the channel community. Crystal Ferreira, our Global Head of B2B Channels & Alliances, shares insights into our channel-first approach, highlighting how it streamlines collaboration for our valued partners and global customers, making the Logitech experience even more seamless.

Despite efforts by companies to lure employees back to the office, flexible work options have become a necessary component for maintaining staff continuity. Forward-thinking channel partners are playing a pivotal role in assisting their clients in adapting to this modernization of work, offering products and services that align with the needs of both employers and employees

This is not a simple proposition for companies as they look to evolve their workspace setups so employees can work, create, and collaborate effectively from anywhere. Logitech's B2B collaboration and personal workspace solutions, coupled with the Partner Connect program, have undergone significant evolution to empower our partners to thrive in this ever-changing environment.

"Hybrid work is the new normal across North America," said Crystal Ferreira, "It is inevitable that one or more meeting participants will be remote. Our philosophy of inclusive innovation means we design tools to meet the needs of a wide range of users, ensuring they can be seen and heard in a meeting regardless of where they sit. Companies that lack the capabilities to provide equitable meeting spaces are losing out on the ability to foster growth and inclusion for diverse and geographically dispersed employees.

"The trend of work modernization is very favorable to us and our partners based upon our market position in the cloud, personal workspace, and video collaboration space," Ferreira continued. "You have to completely reimagine workspace setups, which were once limited to pretty generic office and cubicle design, to optimize for the new flex working model. Today,

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companies may find their office footprint has shrunk but still need to accommodate spaces of varying sizes and setups to meet differing collaboration or work needs. They may consider incorporating sustainable and responsibly sourced materials or explore 'hot desking reservations' to guarantee available desks when remote workers are on-site.

Some individuals will work remotely on a full-time basis, some will alternate between remote and in-office arrangements, and others will maintain a consistent full-time presence within the office. All the workspace components, such as mice, keyboards, docks, webcams, and lighting, will need to be available for employees, regardless of where they work. While accommodating these different workspaces may seem challenging, Logitech has simplified the process, being a single solutions provider with tools built for all work environments and all working styles."

To that end, Logitech has introduced new innovations, such as improved webcams and AI-enabled headsets that enhance noise suppression on both sides of the conversation.

Our groundbreaking innovation encompasses two new product launches for our Team huddle workspace and room workspace solution," Ferreira explained. "We've introduced a 315-degree immersive camera that allows individuals to be individually framed. Remote participants enjoy a natural, immersive interaction, as if they were sitting directly across the table from each person. It's a transformative experience that you have to

witness to fully appreciate." The feature is backward compatible with all of Logitech's Rally Bar and Mini Rally Bar cameras.

Logitech's new partner program has harmonized its video conferencing, personal workspace, and deal registration program to accommodate business-to-business sales more effectively. The improved program also eliminates conventional "tiers" in favor of "tracks" that enable partners to secure higher profits by focusing on solutions that best meet the needs of their customer base.

"If you understand the importance of SMB companies to the overall North American economic engine, you understand that small business in aggregate is actually big business," said Ferreira. "Our new tools, new structures, and other resources are dedicated to meeting the needs of our partners because we want them to grow and lead with Logitech. Our solutions lend themselves to mass distribution. They're simple, elegant, thoughtful, scalable, and have less technical complexity. If a partner historically has only sold audio communications and wants to get into video, Logitech is the natural answer, and our solutions support the breadth of the needs of SMBs through Global Enterprise customers.

In collaboration with our partners, we aim to shape the future by dismantling the confines of 'traditional.' Our goal is to enable and empower companies, their people, and workspaces to broaden the horizons of hybrid, remote, and in-office work capabilities.

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