

CHANNEL CHIEF VIEW

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Logitech Focuses On Partner Connection

Q. With the ever-evolving marketplace, how is Logitech maintaining a channel-led mindset in 2024?

A. Crystal: Last year, we were at a transformational point where companies and partners were redefining what work looks like. This year, that hybrid reality has evolved into the need to embrace flexible work and put agile workplace strategies into practice. Our team has focused on improving the partner mindset by building global consistency across our partner program and adding new deal incentives. The Partner Connect Program better prepares partners to embrace market opportunities and serve our mutual customers. In tandem, we also reformed Logitech's Partner Portal, offering a new and improved user experience. Our partners will be well-equipped to increase revenue and grow their business with these streamlined resources and new incentives.

Q. Logitech re-launched their Global Partner Connect Program in 2023, with a focus on services. How do services support the channel ecosystem?

A. Jason: Logitech Select is a premium service plan for Logitech room solutions that gives customers complete peace of mind, maximum value and guaranteed uptime while benefiting your business. By embracing Logitech Select, you enhance your business' profitability and fortify customer relationships. It's not just about offering room solutions. It's also about delivering an exceptional experience that elevates your reputation and fosters unwavering customer loyalty. Logitech Select goes beyond support with enhanced reporting and analytics detailing how rooms and devices are being used so you can help your customers optimize their collaboration spaces and future IT investments. From huddle spaces to large rooms, Logitech Select benefits all room sizes. Plus, the potential for expanding your business into new markets and industries is limitless, thanks to the comprehensive service offering.

Q. As part of the revamped Partner Connect Program, Logitech is offering their full portfolio of B2B products to channel partners—why is this important for your partner community?

A. Jennifer: We want partners to grow and lead with Logitech. Our solutions lend themselves to mass distribution. These are simple, elegant, thoughtful and scalable. Logitech's new partner program has harmonized its video conferencing, personal workspace and deal registration program to better cater to business-to-business sales needs. The improved program also eliminated conventional "tiers" in favor of "tracks" empowering partners to maximize profits by focusing on solutions that best meet the needs of their customer base. In collaboration with our partners, we aim to shape the future of work by dismantling the confines of traditional. Consider our latest breakthrough in team workspaces: a 315-degree immersive camera that frames each participant individually. This innovation delivers a transformative experience, allowing remote participants to engage in natural, immersive interactions as if they were physically present. It's an experience that must be seen to be fully appreciated.



www.logitech.com/en-us/business/partner-program.html

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