

Tony Meyers

## A New Whale Game



## Whales = Altitude Partners

- "GoTo Product" Partners
- Add value to Altitude product offering
  - "GoTo Market" Partners
  - Add value to Altitude sales / channel
    - "GoTo Delivery" Partners
- Add value to Altitude services offering

## The Value Of The Partnership

Go To Market Authorized, Certified, Gold Go To Market **Business** Alliance S Go To Go To Deliver Product

**Go To Deliver** Implementation, Basic Development, Complex Integration

Go To Product
"Connectors Like" &
"Business Like"

