



Virtual Channel Enablement Environment

Better equipping & engaging your resellers and channel partners



Key Benefits

- Make channel enablement a more intuitive process by centralizing access to all training materials
- Accelerate the completion of training courses by making the user experience more engaging, interactive, and efficient
- Gain greater understanding of your partners' training activity, trends, and course completion
- Improve partner productivity and efficiency, allowing them to spend more time selling in the field
- Reduce channel training costs by up to 90% – saving hundreds of thousands to millions of dollars each year

Few partnerships have a more direct impact on your business' financial performance than those with your channel partners. Many companies, however, find it challenging to effectively train their resellers and increase partner mindshare / engagement – while meeting the business requirement to decrease channel enablement costs.

To improve channel partner training, leading companies are turning to the ON24 Virtual Channel Enablement Environment. This online solution – which typically includes live webcasts, on-demand courses, job aids, partner networking, and collaboration tools – enhances channel sales training by making it:

- More intuitive and easier-to-access
- Engaging, interactive and efficient
- Accessible on any device
- Less expensive than in-person training

ON24's Virtual Channel Enablement Environment also includes reporting and analytics designed to identify your partners' training behavior and patterns that can be correlated with business performance. This greater understanding enables the creation of more effective courses, self-paced content, live training webinars, and more.

ON24 Virtual Channel Enablement Environment Features

Engaging & Intuitive Virtual Locations



- Interactive lobby with personalized video greetings
- Auditorium for live and recorded training webcasts
- Virtual breakout rooms by product, department or geography
- Lounge for networking, discussions & information exchange
- Resource center for centralized library of training content
- Specialized virtual rooms for topic-based interactions

Training & Networking Features



- Webcasts for live virtual classrooms
- Courses, prerequisites, tests and certification features
- Group, scheduled and webcam chat for informal learning
- Gamification including activities, points and leaderboards
- Social networking including LinkedIn, Twitter & Facebook
- Forum, message board, and ideation features
- Expert directories & collaboration tools

Content Management & Analytics



- Content management system for organizing resources
- Bulk upload, copy and deletion for rapid content changes
- Configurable lists of resources, documents, webcasts and more
- Reporting dashboards for executive summaries
- Real-time analytics to track user activities, completions & trends
- Data feeds to integrate with 3rd party databases

Enterprise & Mobile Support



- Enterprise user authentication via single sign-on and/or SAML
- Role-based content filtering & location access
- Integration with HR information systems & LMS platforms
- Multilingual with real-time “toggling” between languages
- Optimized user interfaces for tablets & mobile phones