

The P2P Journey Experience: Conclusion and Next Steps for SELA Canada and Bubbles

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SELA Canada started on the P2P Journey Experience with the primary goal of developing a new partner channel for its Azure based product, [Bubbles](#). The launch of Bubbles will take SELA Canada from its traditional business as learning partner and service provider to one where it will be an Independent Software Vendor (ISV) with a subscription-based business.



The P2P Journey Experience provided Eran Barlev, Country Manager of SELA Canada, with a guided tour of the [IAMCP's Partner to Partner \(P2P\) Maturity Model](#), an assessment of the organization's channel readiness, and a set of recommendations to develop SELA Canada's channel program in support of the new ISV business model.

"The timing was perfect for SELA Canada", said Eran of the opportunity to use the P2P Journey Experience. "I plan to launch Bubbles and engage in partner conversations beginning in Q2 of the calendar year. The work we've done using the P2P approach has given me the necessary task list and I know I won't miss anything important."

In reflecting on what he has gained by participating in the P2P Journey Experience, Eran highlights the following takeaway items:

- **P2P—more than an assessment.** The questions that make up the P2P Maturity Assessment do not merely provide a view into which stage one lands for each of the 10 business functions. The process helps to create a task list of critical path items which is valuable input when launching a new product or practice. As Eran relates, "I can see using the P2P model and assessment at launch and then on a quarterly or yearly basis to stay focused and plan for changes".
- **Avoiding costly mistakes.** Eran shared that the P2P experience has likely helped him avoid costly mistakes. As he put it, "It's like turning the lights on and being able to see the whole landscape rather than just one small part of the total. Without the model as a guide, I may have missed important information critical in building new partnerships. Between time, hard dollar costs of which investments to make, and avoiding lost opportunities, I see the P2P approach resulting in a savings for the business."
- **Refocussing strategy.** The original plan for Bubbles was to have at launch both a B2C model and a model differentiated for B2B partners. The P2P program has Eran rethinking that strategy in favour of putting the focus on the B2B program. "It's a better way to build on our strengths and experience. We can take what we know about B2B already and apply that to a new set of

partners. That will actually allow us to launch faster and to scale quicker than also focusing on a B2C model for Bubbles”, explained Eran.

The Journey Continues

With the official Bubbles launch planned for just a few months from now, Eran intends to get going on tackling the task list he built as a result of the P2P Journey Experience. He has set priorities around two items: the sales compensation model and detailing the value proposition for the Digital Marketing partners that he wants to engage. To help with his next steps, Eran is planning to leverage upcoming IAMCP Coaching Webinars as well as the 8-week [ISV Accelerator Program](#).

When asked for final thoughts or reflections on SELA Canada’s Journey Experience, there is no bursting Eran’s bubble of enthusiasm for the P2P approach, “It’s exactly what I needed and I’m excited to keep going. P2P is something every IAMCP Partner should use!”

About [SELA Canada](#)

SELA Canada, a subsidiary of SELA Group, is a global leader in delivering top-level training, consulting, and software development to Fortune 1000 and government clients including Microsoft, RIM, SAP, Motorola, HP, Bell, ECI, Manulife and IBM. [Bubbles](#), a new product from SELA Canada, is an Azure based personal social media smart agent that helps brands to engage in conversations and drive leads.

About the P2P Journey Experience

IAMCP and Microsoft are working with 3 partners to help them apply the Partner to Partner [P2P Maturity Model](#) to their business and assess their P2P opportunities. The experience of those organizations is being shared through a series of blog postings highlighting the beginning, middle, and end points of the P2P journey.