

The State of Partnerships 2025



Sponsored By



PARTNERSHIFTS

✦ **LITTLE TALLER**

About this report:

The findings in this report are based on responses from 80+ partnership professionals, the majority of whom hold leadership roles. While this is not a statistically representative sample of the entire partnerships ecosystem, it offers a compelling snapshot into how partnerships is structured, perceived, and evolving within a variety of tech companies today.

Contents

- Key Findings
 - Analysis
 - Takeaways
- Survey Questions
 - Results
 - Insights

Key Findings

01

Partnerships is growing up—but still lacks the systems and support to scale.

02

Partnerships is expected to do more—with less.

03

The ambition is there. The infrastructure isn't—yet.

KEY FINDING 01

Partnerships is growing up...but still lacks the systems and support to scale.

KEY FINDING 01

What We Saw:

- 67.1% say a Head of Partnerships owns strategy
- 65.5% report clear alignment with company goals
- Over 60% expect partnerships to drive 11-50% of revenue in 2025
- Nearly 94% say there's still untapped potential in their program

The contradiction? Despite the strategic intent, many programs are **under-resourced, under-tooled, and under-integrated.**

- Most teams have **1-5 FTEs**
- Only **14.6% use purpose-built partner tech**
- Over **50% report no or insufficient budget for growth**

What's Holding Teams Back

- Lean teams, limited budget, and fragmented tools
- Strategic pressure without operational enablement

Potential solutions

- **Conduct a strategic resourcing review:** Align headcount, budget, and tooling with revenue targets.
- **Phase in foundational tooling:** You don't need a full PRM—start with key automation and reporting fixes.
- **Leverage external support to fill gaps in execution, strategy, or operations *without adding permanent headcount.***

Takeaway for CROs:

If partnerships is on the hook for revenue, it needs to be **resourced like a revenue engine**, not an experiment.

KEY FINDING 02

Partnerships is expected do more with less.

KEY FINDING 02

What We Saw:

- 94% of respondents are expected to drive **new revenue**
- But partnerships is also expected to impact:
 - Product and ecosystem growth (62%)
 - Market expansion (58%)
 - Brand visibility (51%)
 - Retention (43%)
- Yet most budgets are going to **partner marketing and acquisition**—with far less invested in:
 - Strategy & planning (30%)
 - Internal ops (21%)
 - Tech and RevOps (also 21%)
 - External support (15%)

The result? Teams are **spread thin** and focused heavily on execution, without the strategic scaffolding needed to deliver sustainability.

What's Holding Teams Back

- Misalignment between expectations and investment
- Budgets skewed toward execution, not enablement or planning

Potential solutions

- **Prioritize by value, not volume:** Focus on fewer initiatives with clearer impact.
- **Build a cross-functional roadmap:** Collaborate with Sales, Marketing, and Product to share ownership of goals.
- **Supplement internal teams with external specialists**—e.g., campaign support, onboarding help, or strategic planning—through trusted vendors.

Takeaway for Heads of Partnerships:

If you're being asked to deliver across the value chain, it may be time to push back, or bring in **external specialized support** to close the execution gap.

KEY FINDING 03

The ambition is there. The infrastructure isn't—yet.

KEY FINDING 03

What We Saw:

- 46.4% expect partner-driven revenue to grow in 2025
- But only 11% have a partner tech implementation planned
- 60% report **bandwidth limitations**, 42% **tech/tooling gaps**, and 41% **budget/resource shortfalls**
- The majority are running partnerships on **spreadsheets, CRMs, and duct-taped systems**
- Only 6% say their program is operating at full potential

This tells us:

There's **momentum—but not maturity**. Without the **internal capacity or executive-level enablement**, many programs risk stalling before they can scale.

What's Holding Teams Back

- Tools and systems don't match growth goals
- KPI disconnect means limited visibility at the executive level

Potential solutions

- **Audit your tech stack:** Identify high-friction points (e.g., onboarding, reporting, partner tracking) and implement light-touch improvements.
- **Integrate partnership KPIs into company OKRs and dashboards** to secure executive buy-in.
Build an operational roadmap—even if you can't implement it all now, define the steps needed to grow into the program you want.
- Use **external experts** to jumpstart system design, tooling, and cross-functional alignment while staying lean.

Final takeaway for Leadership:

If partnerships is a strategic growth pillar, its infrastructure must evolve. That might not mean massive investment—but it does mean **intentional design, cross-functional buy-in, and smarter support models.**

Survey Results

Question 1

What is the responder's role in partnerships?

RESULTS

What is the responder's role in partnerships?

- **76.8%** answered **Head of Partnerships**
- **8.5%** answered **Partnerships or Channel Manager**
- **4.9%** answered **Other**
- **3.7%** answered **CEO/Founder**
- **2.4%** answered **CMO/Marketing Leadership**
- **1.2%** answered **COO/Ops Leadership, CRO/Sales Leadership, or External Consultant**

INSIGHTS

What is the responder's role in partnerships?

Among our sample, **over 75% of respondents identified as Heads of Partnerships**, suggesting that the insights gathered here largely reflect the perspectives of those tasked with **driving the direction, growth, and outcomes of their company's partner ecosystem**.

While not representative of the entire field, this strong lean toward leadership roles offers valuable insight into **how partnerships are being led and experienced at the strategic level**.

76.8%

Head of Partnerships

Insights gathered largely reflect the perspectives of those tasked with **driving the partnerecosystem's direction, growth, and outcomes**.

Question 2

Where does the partnerships/channel function currently sit within the organization?

RESULTS

Where does the partnerships/channel function currently sit within the organization?

- **41.5%** answered **Reports directly to the CEO/Founder**
- **35.4%** answered **Reports into Sales**
- **9.8%** answered **Distributed across multiple departments**
- **7.3%** answered **Reports into Marketing**
- **2.4%** answered **Not currently assigned/Ad hoc or Other**
- **1.2%** answered **Reports into Operations**

INSIGHTS

Where does the partnerships/channel function currently sit within the organization?

Within our sample, most respondents shared that their partnerships function reports **either directly to the CEO (41.5%)** or into **Sales (35.4%)**. This duality suggests two common patterns:

Founder/CEO reporting may indicate early-stage focus or strategic positioning

Sales reporting may reflect a more revenue-driven or operationally integrated approach.

While structure alone doesn't determine success, these reporting lines **influence how partnerships is evaluated, enabled, and resourced**—insights that Heads of Partnerships and CROs alike may find useful when considering their own org setup.

The minority view is fragmented. The remaining 23% is scattered across marketing, operations, or multiple departments—which signals a **lack of clear ownership**. This can dilute partnerships' ability to execute or scale with impact.

The remaining 23% is scattered across marketing, operations, or multiple departments—which signals a lack of clear ownership.

Question 3

Who currently owns or drives the partnership/
channel strategy in the company?

Question 3

Who currently owns or drives the partnership/channel strategy in the company?

- **67.1%** answered **Dedicated Head of Partnerships**
- **14.6%** answered **CRO/Sales Leadership**
- **7.3%** answered **CEO/Founder**
- **4.9%** answered **Partnerships or Channel Manager**
- **3.7%** answered **CMO/Marketing Leadership**
- **1.2%** answered **No one/Not clearly defined or Other**

INSIGHTS

Who currently owns or drives the partnership/channel strategy in the company?

In our sample, **67.1%** of respondents reported that a **dedicated Head of Partnerships** owns the strategy. This suggests a trend toward partnerships as a standalone strategic function.

That said, **15%** of companies indicated that strategy is still **owned by the CRO or Sales leadership**—a structure that can be both practical and effective, especially in **companies where partnerships is tightly integrated with revenue generation**.

In most companies surveyed, partnerships leaders are taking ownership of strategy—though CRO involvement remains common in revenue-driven orgs.

67.1%

Dedicated Head of Partnerships

15%

CRO or Sales Leadership

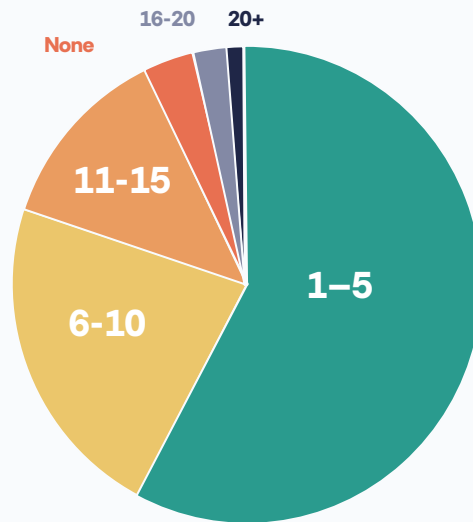
Question 4

How many full-time employees (FTEs) are currently dedicated to partnerships/channel management?

RESULTS

How many full-time employees (FTEs) are currently dedicated to partnerships/channel management?

- 65.9% answered 1-5 FTEs
- 18.3% answered 6-10 FTEs
- 8.5% answered 11-15 FTEs
- 3.7% answered None
- 2.4% answered 16-20 FTEs
- 1.2% answered 20+ FTEs



of Full Time Employees

INSIGHTS

How many full-time employees (FTEs) are currently dedicated to partnerships/channel management?

In our sample, **nearly two-thirds (65.9%)** of respondents reported having **just 1–5 full-time employees** dedicated to partnerships.

This suggests that:

- Many companies are still **early or cautious** in scaling their partnerships org
- Partnerships teams are expected to **deliver outsized results with limited headcount**
- Investment in partnerships—while growing—still lags behind other go-to-market functions like Sales or Marketing

A sizable 3.7% reported having **no dedicated partnerships headcount**—highlighting that in some companies, partnerships is still being managed **ad hoc or on the side**. This could become a discussion point about the **risks of under-ownership**.

Most companies surveyed run partnerships with lean teams.

Question 5

Which of the following best describes how your channel/partnership strategy connects to your company's overall mission and goals?

RESULTS

Which of the following best describes how your channel/partnership strategy connects to your company's overall mission and goals?

- **65.5%** said **"We have explicitly defined how partnerships contribute to company-wide strategic goals."**
- **14.3%** said **"We're still figuring out how partnerships fit into our overall mission."**
- **8.3%** said **"We generally understand the connection, but it's not formally defined."**
- **10.7%** said **"Partnership/channel strategy is considered separately from the broader company strategy."**
- **1.2%** said **"Not sure."**

INSIGHTS

Which of the following best describes how your channel/partnership strategy connects to your company's overall mission and goals?

In our sample, **65.5%** of respondents said their partnership strategy is **explicitly connected to company-wide goals**.

This suggests that in many organizations, partnerships has evolved from a siloed function into a **strategically integrated driver of growth, product, or market expansion**.

However, **over one-third** of companies either:

- **Are still figuring it out** (14.3%)
- **Understand the link informally** (10.7%)
- **Or keep partnerships strategy separate altogether** (8.3%)

This points to a **maturity gap**: while some partnerships teams are fully embedded in company strategy, others are still operating in **gray zones**, where direction is unclear or loosely defined.

Most companies surveyed have aligned partnerships with core business strategy—but some are still finding their footing.

Question 6

Are there specific company-level objectives or metrics that the partnership/channel program is responsible for impacting?

RESULTS

Are there specific company-level objectives or metrics that the partnership/channel program is responsible for impacting?

- **93.9%** listed **New revenue generation**
- **62.2%** listed **Product integrations/Ecosystem growth**
- **58.5%** listed **Market expansion/Entering new geographies**
- **51.2%** listed **Brand visibility or thought leadership**
- **42.7%** listed **Customer retention or expansion**
- **26.8%** listed **Customer success/support enablement**
- **2.4%** listed **None/Not currently defined**

INSIGHTS

Are there specific company-level objectives or metrics that the partnership/channel program is responsible for impacting?

In our sample, an overwhelming **93.9% of respondents** said their partnerships program is tasked with driving **new revenue**—no surprise there.

What's notable is what sits *just behind it*:

- **62.2%** cited **product integration and ecosystem growth**
- **58.5%** pointed to **market expansion**
- **Over half (51.2%)** listed **brand visibility or thought leadership**
- And **42.7%** said they influence **customer retention and expansion**
- Only 2.4% said no objectives were defined

This shows a clear shift toward partnerships as a strategic, accountable function across product, GTM, and customer value.

Revenue is still the north star—but the mandate is broadening.

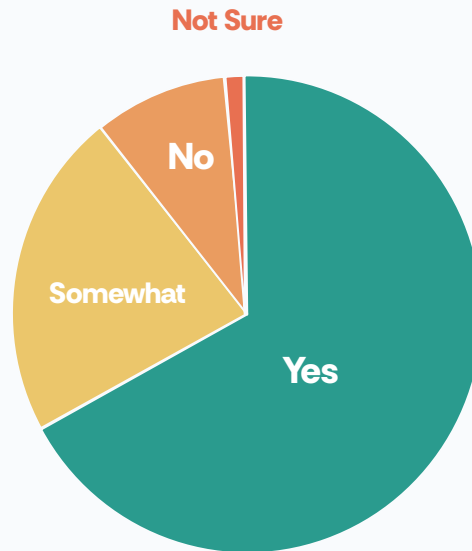
Question 7

Do the partnerships/ channel KPIs roll up into company-level OKRs or executive dashboards?

RESULTS

Do the partnerships/ channel KPIs roll up into company-level OKRs or executive dashboards?

- **64.5%** answered **Yes** - Our KPIs are directly tied to executive-level goals
- **24.4%** answered **Somewhat** - We track KPIs, but they're not clearly tied to broader OKRs
- **9.8%** answered **No** - Partnership KPIs are tracked separately or not at all
- **1.2%** answered **Not sure**



INSIGHTS

Do the partnerships/ channel KPIs roll up into company-level OKRs or executive dashboards?

A majority of respondents (64.5%) said that partnerships KPIs are **directly tied to company-wide OKRs or appear on executive dashboards**.

This signals a growing maturity in how partnerships performance is tracked—and a seat at the strategic table.

More than one-third of companies either:

- Track KPIs in isolation (24.4%)
- Don't track them meaningfully at all (9.8%)
- Or simply aren't sure (1.2%)

This raises questions about **internal visibility, influence, and resourcing** for a significant subset of partnerships teams.

Additional observation: When combined with earlier findings (e.g. partnerships often has strategic ownership and contributes to multiple company-level goals), this visibility gap may indicate a **mismatch between ambition and recognition**.

Most companies surveyed are aligning partnerships KPIs with executive priorities—but there's still a visibility gap.

Question 8

In what way are the partnership KPIs currently disconnected from company-level metrics?

RESULTS

In what way are the partnership KPIs currently disconnected from company-level metrics?

- **41.4%** answered **“We report on partnerships, but leadership doesn’t factor them into strategic decisions.”**
- **20.7%** answered **“There’s no clear definition of what success looks like for partnerships.”**
- **17.2%** answered **“Other”**
- **10.3%** answered **“Partnership data is siloed in different systems/tools.”**
- **10.3%** answered **“We don’t consistently track partnership performance.”**

INSIGHTS

In what way are the partnership KPIs currently disconnected from company-level metrics?

Among the ~35% of respondents whose partnerships KPIs **aren't fully tied to executive-level goals**, the top reason wasn't tooling or tracking—it was **lack of strategic recognition**:

- **41.4%** said *"We report on partnerships, but leadership doesn't factor them into strategic decisions."*
- **20.7%** cited unclear definitions of success.

This reveals a deeper issue: Even when data is available, partnerships may still struggle for **internal influence** and **strategic buy-in**.

In contrast, operational issues like siloed data or inconsistent tracking were cited less frequently (10.3% each)—suggesting that **mindset, not mechanics**, is often the real blocker.

Where alignment is missing, it's often cultural—not just technical.

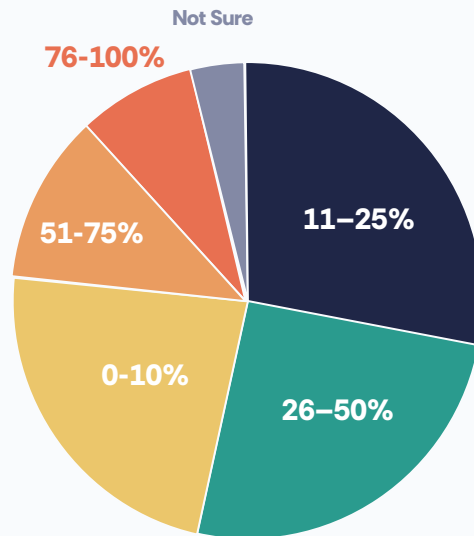
Question 9

What percentage of overall revenue is expected to come through channels in 2025?

RESULTS

What percentage of overall revenue is expected to come through channels in 2025?

- 26.8% answered 11–25% of revenue
- 26.8% answered 26–50% of revenue
- 24.4% answered 0–10% of revenue
- 12.2% answered 51–75% of revenue
- 6.1% answered 76–100% of revenue
- 3.7% answered Not sure



% of Revenue Expected

INSIGHTS

What percentage of overall revenue is expected to come through channels in 2025?

Over **65%** of respondents said that **11–50% of their company's 2025 revenue** is expected to come through channel or partnership sources.

A smaller share (18.3%) expect partnerships to account for **more than half** of total revenue, while **24.4%** still expect it to contribute **less than 10%**.

For most companies surveyed, partnerships are expected to drive a meaningful share of 2025 revenue—but few expect it to be the dominant engine.

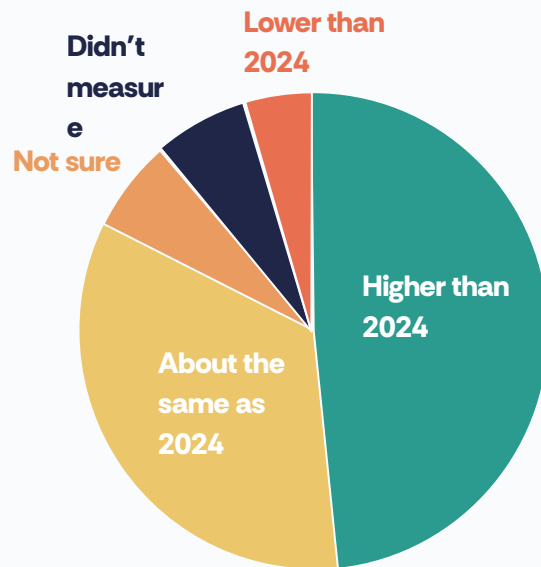
Question 10

How does this projected percentage compare to 2024?

RESULTS

How does this projected percentage compare to 2024?

- 46.4% answered **Higher than 2024**
- 36.9% answered **About the same as 2024**
- 7.1% answered **Not sure**
- 7.1% answered **We didn't measure this in 2024**
- 2.4% answered **Lower than 2024**



INSIGHTS

How does this projected percentage compare to 2024?

46.4% of respondents said they expect **a higher share of revenue from partnerships in 2025 compared to 2024**, while only **2.4%** expect a decline.

Another 36.9% expect it to remain stable—suggesting partnerships is holding its ground as a revenue drive.

This upward trend indicates that, at least within this sample, **confidence in the partnership model is growing**, even if overall team size and strategic integration still vary.

Nearly half of companies surveyed are increasing their channel revenue expectations in 2025.

Question 11

In what ways are partnerships expected to impact the company's financial efficiency in 2025?

RESULTS

In what ways are partnerships expected to impact the company's financial efficiency in 2025?

- **62.2%** listed **Drive co-marketing or co-selling savings.**
- **57.3%** listed **Lower cost of market entry.**
- **57.3%** listed **Reduce customer acquisition costs (CAC)**
- **41.5%** listed **Increase customer lifetime value (CLTV)**
- **30.5%** listed **Offset internal hiring/resource needs**
- **11%** said **We're not yet measuring efficiency impact**
- **6.1%** listed **Other**

INSIGHTS

In what ways are partnerships expected to impact the company's financial efficiency in 2025?

46.4% of respondents said they expect **a higher share of revenue from partnerships in 2025 compared to 2024**, while only **2.4% expect a decline**.

Another 36.9% expect it to remain stable—suggesting partnerships is holding its ground as a revenue drive.

This upward trend indicates that, at least within this sample, **confidence in the partnership model is growing**, even if overall team size and strategic integration still vary.

Nearly half of companies surveyed are increasing their channel revenue expectations in 2025.

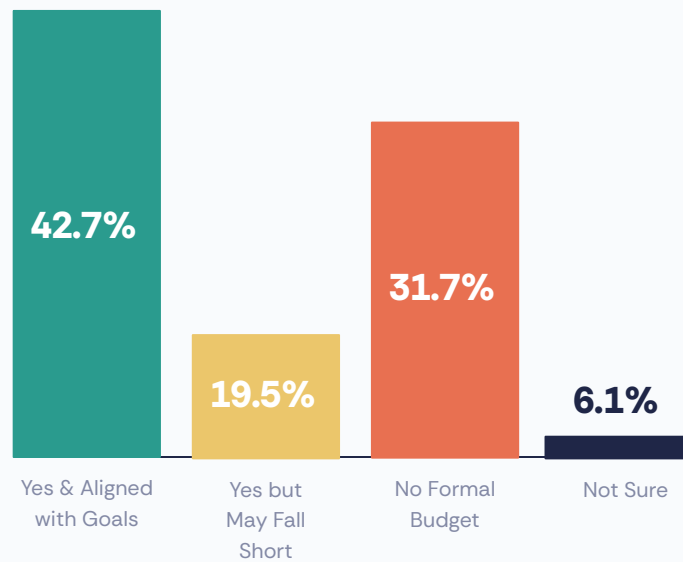
Question 12

Are there budget allocations for partnership/channel program growth in 2025?

RESULTS

Are there budget allocations for partnership/channel program growth in 2025?

- **42.7%** answered **Yes - and it's aligned with our revenue goals**
- **31.7%** answered **No - we have no formal budget for growth**
- **19.5%** answered **Yes - but it may fall short of what's needed to reach our goals**
- **6.1%** answered **Not sure**



INSIGHTS

Are there budget allocations for partnership/channel program growth in 2025?

While **42.7%** of respondents reported having a growth budget **aligned with revenue goals**, a significant **31.7% have no formal budget** at all for partnerships expansion in 2025.

Another **19.5% do have a budget**, but acknowledge it's likely **insufficient** to reach their targets.

This creates a high-stakes contradiction:

Companies are expecting partnerships to generate **double-digit percentages of revenue**—and contribute to **efficiency gains**—yet **half of respondents** either lack the budget or know they're underfunded.

When cross-referenced with earlier findings (e.g. lean teams, multi-metric expectations), this shows that many partnerships leaders are being set up to do more—with less.

Many companies expect partnerships to deliver—without fully funding the effort.

Question 13

Which of the following areas will receive dedicated budget in the 2025 partnership program?

RESULTS

Which of the following areas will receive dedicated budget in the 2025 partnership program?

- **57.3%** listed **Partner marketing & co-marketing programs**
- **47.6%** listed **Partner acquisition (recruitment, onboarding)**
- **46.3%** listed **Partner management (account management, QBRs, etc.)**
- **43.9%** listed **Partner enablement (training, certification, content)**
- **30.5%** listed **Strategy & planning**
- **20.7%** listed **Internal operations (process improvement, coordination)**
- **20.7%** listed **Partner RevOps/tooling & analytics**
- **14.6%** listed **External vendors/consultants**
- **12.2%** listed **Not sure**
- **7.3%** listed **Other**

INSIGHTS

Which of the following areas will receive dedicated budget in the 2025 partnership program?

Partner marketing leads 2025 budgets—but strategy, ops, and external support are underfunded.

Among companies allocating budget for partnerships in 2025, the **top investment areas** are:

- **Partner marketing & co-marketing** (57.3%)
- **Partner acquisition** (47.6%)
- **Partner management** (46.3%)

These focus areas reflect a strong lean toward **top-of-funnel growth and relationship maintenance**.

However, **less than a third** of respondents plan to fund:

- **Strategy & planning** (30.5%)
- **Internal operations/process improvement** (20.7%)
- **Partner RevOps, tooling, or analytics** (20.7%)
- **External vendors or consultants** (14.6%)

This suggests that while teams are investing in **execution**, many are **underfunding the structure, systems, and strategic muscle** needed to scale sustainably.

The low investment in enablement and RevOps could explain downstream issues like inefficient partner ramp-up or poor KPI visibility—insights that link back to earlier questions.

Question 14

Which of the following best describes the current state of the partnership/channel tech stack?

RESULTS

Which of the following best describes the current state of the partnership/channel tech stack?

- **37.8%** answered **Partially integrated** - we use a mix of tools with some automations
- **28%** answered **Patchwork** - we rely on spreadsheets and general tools like CRM or email
- **15.9%** answered **Manual** - most processes are done without dedicated tools
- **14.6%** answered **Fully integrated** - we use a purpose-build PRM or ecosystem platform
- **3.7%** answered **Not sure**

INSIGHTS

Which of the following best describes the current state of the partnership/channel tech stack?

Only **14.6%** of respondents reported having a **fully integrated, purpose-built PRM or ecosystem platform** in place.

The rest fall into varying stages of fragmentation:

- **37.8%** use a **partially integrated stack** with some automations
- **28%** rely on a **patchwork of spreadsheets, CRMs, or email**
- **15.9%** still operate **manually**, with no dedicated tooling at all

This suggests that, even as partnerships grow in strategic importance and revenue impact, tech infrastructure is lagging behind—making scale and reporting difficult.

Many companies surveyed still rely on semi-manual or makeshift tools to run partnerships.

Question 15

Which of the following tools or systems are currently in use to manage the partner program?

RESULTS

Which of the following tools or systems are currently in use to manage the partner program?

- 76.8% listed **Spreadsheets/Google Sheets**
- 75.6% listed **CRM (e.g., Salesforce, HubSpot)**
- 40.2% listed **Internal project management tools (e.g., Asana, Trello, Notion)**
- 39% listed **Data/dashboard/reporting tools**
- 35.4% listed **Partner portal/knowledge base**
- 24.4% listed **Deal registration tools**
- 19.5% listed **Co-marketing or campaign platforms**
- 17.1% listed **Learning management system**
- 15.9% listed **PRM (Partner Relationship Management system)**
- 14.6% listed **Partner onboarding automation**
- 3.7% listed **None of the above**
- 1.2% listed **Other**

INSIGHTS

Which of the following tools or systems are currently in use to manage the partner program?

Spreadsheets and CRMS dominate the partner tech stack—purpose-built tools are still the exception.

The most commonly used tools in this sample are:

- **Spreadsheets (76.8%)**
- **CRMs like Salesforce or HubSpot (75.6%)**

These are followed at a distance by:

- **Internal PM tools (40.2%)**
- **Reporting tools (39%)**
- **Partner portals or knowledge bases (35.4%)**

But notably:

- Only **15.9%** use a PRM system
- Only **14.6%** use onboarding automation
- Just **24.4%** use deal registration tools
- And fewer than **1 in 5** use LMS or co-marketing platforms

This shows that **most partner programs are still being run on generalist tools**, with very few leveraging purpose-built ecosystem infrastructure. It also aligns with previous findings on budget gaps and partial integrations.

Question 16

Are there any technology gaps or challenges?

RESULTS

Are there any technology gaps or challenges?

- 26.8% listed **Limited visibility into partner performance**
- 13.4% listed **Hard to scale onboarding or enablement**
- 13.4% listed **Systems and workflows are fragmented**
- 9.8% listed **Lack of partner adoption or systems and processes**
- 6.1% listed **Lack of integration between systems**
- 6.1% listed **No dedicated owner for partner tech**
- 4.9% listed **Manual processes/no automation**
- 4.9% listed **No centralized partner data or reporting**

- 1.2% listed **Budget constraints limiting tech investment**
- 7.3% listed **Other**

Additionally:

Free response answers included:

- Low brand awareness to establish high quality partnerships
- Dedicated PRM using Salesforce
- Full transparent view in impact solution partners are creating during the customer journey

INSIGHTS

Are there any technology gaps or challenges?

The most commonly reported challenge was **limited visibility into partner performance (26.8%)**. This aligns directly with earlier findings around:

- Disconnected KPIs
- Siloed data
- Underutilized tooling

Other recurring blockers include:

- **Hard-to-scale onboarding or enablement (13.4%)**
- **Fragmented systems and workflows (13.4%)**
- **Low partner adoption of internal systems (9.8%)**
- **Manual processes and lack of automation (4.9%)**

Only **1.2% cited budget constraints** directly—suggesting that the core issues may be less about money, and more about **ownership, clarity, and systems thinking**.

Visibility is the top tech challenge for partnerships teams—followed by scalability and fragmentation.

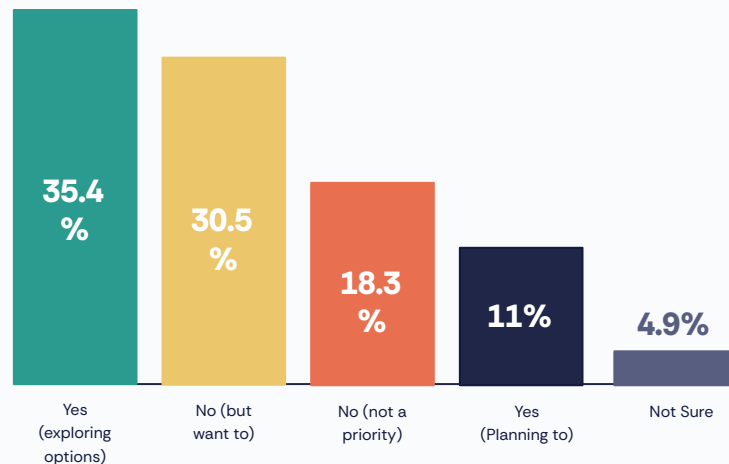
Question 17

Are there plans to implement or upgrade any partner technology in 2025?

RESULTS

Are there plans to implement or upgrade any partner technology in 2025?

- **35.4%** answered **Yes - we're exploring options**
- **30.5%** answered **No - but we'd like to in the future**
- **18.3%** answered **No - we're not prioritizing tech investment right now**
- **11%** answered **Yes - implementation is planned**
- **4.9%** answered **Not sure**



INSIGHTS

Are there plans to implement or upgrade any partner technology in 2025?

While **35.4%** of respondents said they are **exploring options**, and **11%** have a plan in place, the majority still aren't prioritizing tech upgrades:

- **30.5%** said "No, but we'd like to in the future"
- **18.3%** said "No—we're not prioritizing tech investment right now"
- **4.9%** are unsure

This means **only about 1 in 10 companies** are actively implementing new tech in 2025, despite earlier insights showing:

- Visibility gaps
- Fragmented systems
- Manual onboarding and reporting
- Underfunded RevOp

Interest in improving partner tech is high—but few companies are taking concrete steps.

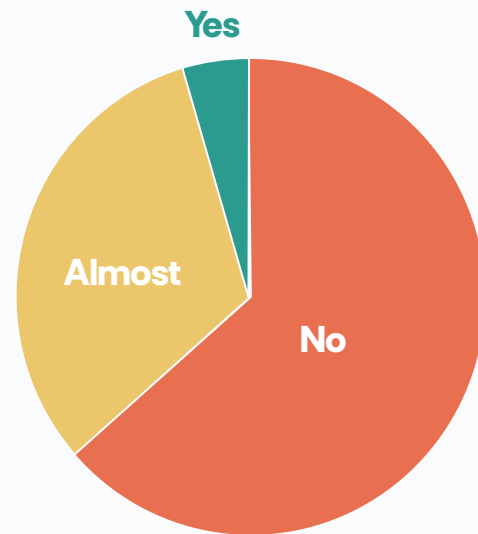
Question 18

Is the partnership or channel program currently reaching its full potential?

RESULTS

Is the partnership or channel program currently reaching its full potential?

- **61%** answered **No** - there's significant untapped potential
- **32.9%** answered **Almost** - there's some untapped opportunity
- **6.1%** answered **Yes** - we're operating at full capacity



INSIGHTS

Is the partnership or channel program currently reaching its full potential?

94% of respondents feel that they don't reach their full potential. A clear **61%** said their program has **significant untapped potential**, with another **32.9%** saying they're *close* but not quite there.

Only **6.1%** believe their program is operating at full capacity.

This result validates many of the challenges highlighted earlier:

- Underfunded growth plans
- Siloed data and manual processes
- Low adoption of partner-specific tooling
- Limited alignment with executive metrics

Despite growing expectations and strategic recognition, **most partnerships teams feel they're just getting started**—or are being held back by misalignment or underinvestment.

Nearly every company surveyed sees room to grow—most say partnerships is far from its full potential.

Question 19

If no, what may be limiting the program's potential?

RESULTS

If no, what may be limiting the program's potential?

- **60.3%** listed **Limited team bandwidth**
- **42.5%** listed **Gaps in systems or tools**
- **41.4%** listed **Insufficient budget or resources**
- **28.8%** listed **Misalignment with other departments**
- **17.8%** listed **Lack of strategic direction**
- **16.4%** listed **Not sure how to grow or scale the program**
- **15.1%** listed **Lack of executive buy-in**
- **8.2%** listed **Other**

Additionally:

Free response answers included:

- Strategic focus and lack of commitment from partnered parties
- Program is still being built out
- Lack of suitable brands for bigger partnerships/better exposure over competitors
- Lack of suitable products and services
- Conflicts of strategy to incubate full partnership teams vs. internal teams

INSIGHTS

If no, what may be limiting the program's potential?

It's not ambition that's missing—it's bandwidth, systems, and strategic support.

Among respondents who said their program isn't reaching its full potential:

- 60.3% cited **limited team bandwidth**
- 42.5% pointed to **gaps in tools or systems**
- 41.4% **blamed budget or resourcing constraints**
- And nearly **1 in 3** cited **misalignment with other departments**

Other factors like **lack of strategic direction (17.8%)**, **scaling know-how (16.4%)**, and **executive buy-in (15.1%)** further show that the blockers are **structural, not ideological**.

Even the open responses echo similar themes:

Teams are stretched thin, still building, or battling internal conflicts between partnerships and other growth priorities.

This final question ties everything together:

- The **expectation-reality gap** is real
- Most teams **see the potential**, but lack the **tools, headcount, and support** to fully activate it

Thank You

Looking to elevate your partnerships?

[Check out PartnerShifts](#)

[Check out Little Taller](#)

Question 20

What additional resources would make the biggest impact on the program?

Here are some of the most common answers provided from responders.

Better resources, team training and tools

Strategic and committed partnerships

Better company alignment and access to management

More time

Larger budget

More effective PRM

Overall Revenue Growth

Not Sure

Higher headcount/more full-time employees

Question 21

Does the team or individuals on the team rely upon any resources, networks, etc. for partnership knowledge?

Here are some of the most common answers provided from responders.

Partnership Leaders

Personal networks

LinkedIn

Crossbeam

Partner sales & customers

Colleagues

Siinda

Onsite events

Beachheads