AI Ecosystem Playbook

Building the Intelligent Partner Advantage

How AI, automation, and ecosystem intelligence transform partner growth

Featuring real-world frameworks, use cases, and insights on AI from leading ecosystem and partnership experts.



IMPARTNER

The partner ecosystem model is being redefined.

AI is moving beyond a standalone capability to become an intelligence layer that helps organizations connect data, understand ecosystem activity, and guide action across the partner lifecycle.

But the shift is bigger than adding AI to existing processes. It changes how organizations understand and respond to what is happening across their networks. Instead of relying primarily on periodic reporting and manual intervention, teams can use connected intelligence to identify opportunities, focus attention, and respond with greater precision.

This playbook explores how businesses can apply AI, automation, and orchestration to address real challenges, improve execution, and create greater value.

AI is changing the operating model, not just the technology stack.

"Modern technology deals involve multiple partners, some covering narrow slices and others covering large slices of the solution. No single reseller or MSP can span that breadth alone. Distributors are best placed to assemble the right partner combinations and front them to market, creating demand at scale no individual partner could generate alone.

The AI enablement gap (Omdia reports 82% of partners are not fully ready) is consistent across markets, but the capacity to close it is not. Operationalizing AI engagement is where distributor differentiation is being won and lost right now."



Jay McBain
Chief Analyst
Omdia

Omdia
by informa techtarget

From Partner Management to Intelligent Ecosystems

Businesses are moving beyond traditional program management toward more adaptive, connected operating models that use continuous visibility to guide priorities, coordinate activity, and respond to changing partner and customer needs.

Key Themes

Putting AI to Work

Applying AI across the partner lifecycle to improve outcomes, experiences, and execution.

From Data to Direction

Turning data into actionable insights and better decisions.

Creating Operational Momentum

Connecting intelligence and action through workflows and automation.

Applying AI To Real Challenges

Using AI to remove friction, connect processes, and support better execution.

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Executive Summary

Partner ecosystems have become one of the most important drivers of growth, influencing customer decisions, accelerating sales cycles, expanding market reach, and generating new revenue opportunities.

Yet the signals that could shape partner performance are often buried across disconnected systems, making it difficult to see what matters, know what to do next, and act with confidence.

While investments in CRM, PRM, enablement, and automation have improved operational efficiency, many organizations still lack a complete view of ecosystem performance, partner behavior, and where the next opportunity is emerging.

The first wave of AI focused on productivity, generating content, summarizing meetings, and automating repetitive tasks.

The next wave is fundamentally different.

Leading organizations are combining ecosystem data, AI informed insights, and workflow orchestration to create intelligent ecosystems that identify opportunities, surface emerging risks, and recommend next best actions in real time.

This marks a shift from managing partner programs to operating intelligent ecosystems, where data becomes intelligence, intelligence informs decisions, and orchestration turns those decisions into coordinated action.

> “The organizations genuinely changing how they operate aren’t asking ‘how do we use AI?’ They’re asking ‘what decisions do we need to make better, and what would it take to make them?’ AI shows up as part of the answer. Rarely as all of it.”



Michelle Morgan
Director of Partnerships
TiER1 Performance

> “Transforming partner ecosystems replaces static partner management with AI driven insights, agent powered workflows, and real time orchestration so ecosystems can scale, adapt, and deliver impact faster.”



Brian Galicia
Vice President of Technology
Partner Alliances
Precisely

SECTION 1

THE CONNECTED PARTNER ECOSYSTEM

Aligning Data, Partners, and Growth

From Program Management to Ecosystem Intelligence

The opportunity is to move beyond managing partner programs toward an operating model that can see what is happening across the ecosystem, understand what the signals mean, and determine what should happen next.

Traditional partnership models rely on fragmented systems, manual analysis, and historical reporting. Intelligent ecosystems bring partner data together with customer signals, market context, and AI informed insight, creating a more complete view of activity and enabling teams to identify opportunities, surface emerging risks, and respond with greater precision. This creates a connected foundation for moving from reactive program management to more informed, coordinated execution.

Traditional Ecosystem

Fragmented data, manual analysis, and historical reporting lead to reactive decisions.

Data → Collected from disconnected sources.

Reports → Static reporting and dashboards.

Decisions → Manual actions based on past performance.

Intelligent Ecosystem

Connected data, AI-driven insights, and automation enable proactive actions and coordinated execution.

Data → Unified ecosystem data and external signals.

Intelligence → AI-powered insights, predictions, and recommendations.

Automation → Intelligent workflows and orchestration.

Action → Timely execution by partners and teams.

Impact → Stronger partner performance, customer engagement, and revenue execution.

Key Shifts

Reactive ↓ Predictive:
Organizations move from responding to challenges after they occur toward identifying risks, opportunities, and emerging patterns earlier.

Manual ↓ Automated:
Routine processes, partner interactions, and operational tasks become streamlined through adaptive workflows and AI assistance.

Static Programs ↓ Dynamic Ecosystems:
Strategies evolve from fixed structures into dynamic models that respond to market signals and performance.

Reporting ↓ Recommendations:
Insights go beyond dashboards to reveal what matters, where to focus, and what to consider next.

Activity Metrics ↓ Business Intelligence:
Measurement shifts from tracking engagement alone to understanding contribution, influence and business impact.

Ecosystem Reality Check

Where Are You Today?

The path to an intelligent ecosystem is rarely about adding another technology. Most organizations already have AI tools, partner platforms, CRM systems, and automation in place. The challenge is bringing these capabilities together so data can inform decisions, intelligence can guide workflows, and teams can act on what the ecosystem is telling them.

Organizations at the forefront are moving through a progression from experimentation to operationalization, orchestration, and ultimately a more intelligent way of managing the ecosystem.

	Level 1 →	Level 2 →	Level 3 →	Level 4 →	Level 5
Capability	**Exploring**	**Experimenting**	**Operationalizing**	**Orchestrating**	**Intelligent Ecosystem**
Data	Siloed systems	Basic integrations	Connected systems	Unified ecosystem view	Real-time ecosystem intelligence
AI	Individual usage	Pilot projects	Embedded workflows	Guided recommendations	Predictive ecosystem decisions
Automation	Manual tasks	Workflow pilots	Department automation	Cross-functional orchestration	Autonomous execution
Visibility	Activity reporting	Basic dashboards	Performance insights	Opportunity intelligence	Ecosystem foresight
Partner Experience	One-size-fits-all	Segmented journeys	Personalized engagement	Responsive experiences	Predictive partner success
Measurement	Activity metrics	Adoption metrics	Revenue metrics	Performance metrics	Ecosystem impact metrics

Most partner ecosystems currently operate between Levels 2 and 3.

They have begun experimenting with AI and automation, but have not yet connected ecosystem data, intelligence, workflows, and decision making into a coordinated operating model.

Readiness starts with reliable partner data and lifecycle visibility. Organizations need to understand partner readiness, activation, engagement, and contribution across the ecosystem before AI can reliably identify patterns, surface opportunities, and inform decisions.

Understanding where you are today is the first step toward moving from isolated capabilities to an ecosystem that can anticipate opportunities, guide decisions, and coordinate execution.

Intelligent Ecosystem Readiness Scorecard

Rate Your Organization (1–5)

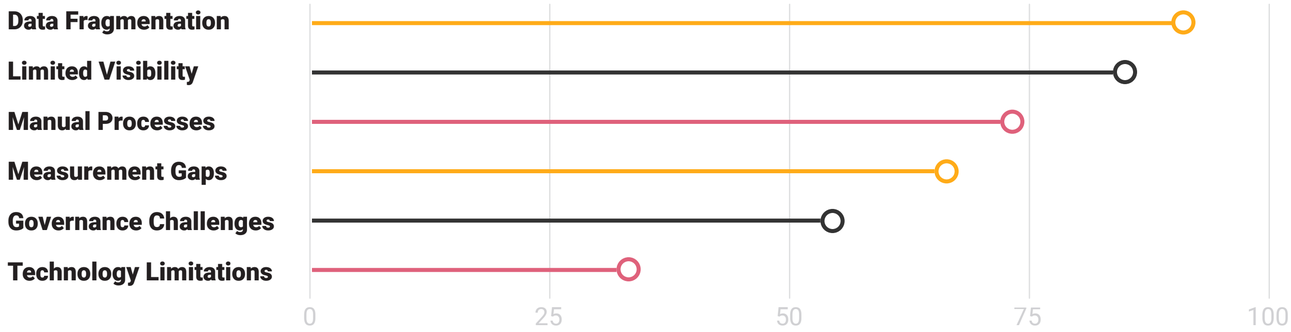
ASSESSMENT	1	2	3	4	5
Partner Data & Lifecycle Readiness					
Partner Intelligence					
AI Adoption					
Automation & Orchestration					
Measurement & Attribution					
Governance & Trust					

Score Interpretation

Total Score	Stage
6–10	Exploring
11–15	Experimenting
16–20	Operationalizing
21–25	Orchestrating
26–30	Intelligent Ecosystem

Primary Barriers to Ecosystem Transformation

Common challenges identified by partnership leaders.



Achieving this next operating model is less about deploying new technology and more about connecting the dots across data, people, and processes. When organizations build trusted lifecycle visibility and turn ecosystem signals into intelligence, they can make more informed decisions, coordinate execution, strengthen partner performance, and respond to emerging opportunities.

"So in practical terms, an intelligent partner ecosystem is not a technology project. It's an operating model that runs on continuous signal, automated action and contextual support, freeing people to focus on the relationships and judgment that no system can replace. Automate the process, never the relationship."

CHANNEL INSIGHTS AI TALK



Dinara Bakirova
Consultant and Host
Channel Insights – AI Talk

SECTION 2

FROM DATA TO DECISIONS

The Signal-to-Decision Gap

Organizations generate more partner data than ever before. Every interaction, engagement, and transaction creates signals across the partner lifecycle. Yet more data does not automatically lead to better decisions.

The real opportunity is knowing which signals matter, understanding what they reveal, and determining where attention is needed. Partner leaders need to see emerging patterns, recognize changes in partner behavior, and distinguish meaningful signals from background activity.

The goal is not simply greater visibility. It is turning ecosystem signals into better decisions.

Traditional reporting shows what happened. AI can help reveal why it happened, identify emerging patterns, and recommend where teams should focus next. Closing the gap between signals and decisions gives organizations a clearer basis for allocating resources, strengthening partner performance, and responding earlier to emerging opportunities.

Core Gaps Preventing Better Partner Decisions

Despite having more partner data than ever before, many organizations still struggle to turn ecosystem signals into meaningful decisions. **Four gaps stand out:**

Fragmented Partner Visibility

Important partner signals exist across multiple systems, teams, and touchpoints, making it difficult to build a complete view of partner activity and performance.

Limited Foresight

Businesses can often explain what happened but have less visibility into emerging opportunities, risks, and changes in partner behavior.

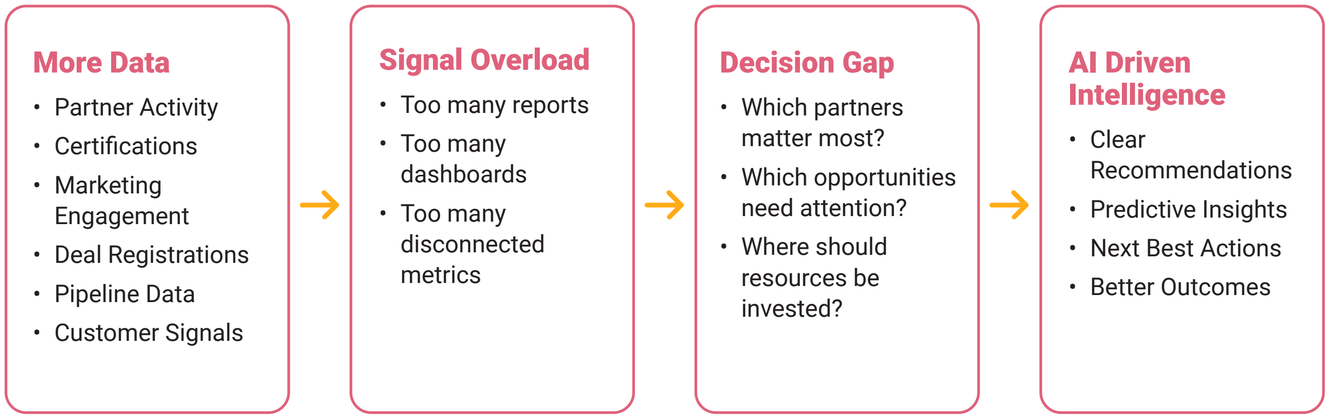
Reactive Decision Making

Teams frequently respond to performance changes after they occur rather than identifying early signals and determining where attention is needed.

Siloed Ecosystem Data

Partner, customer, sales, and marketing data often remain disconnected, limiting the context needed to make informed decisions.

The Signal-to-Decision Gap



Data Blind Spots

Why Decisions Stall

Four Common Blind Spots

Companies often struggle not because information is unavailable, but because the signals needed to make informed decisions are incomplete, disconnected, or difficult to interpret.

AI is only as effective as the data behind it.

Blind Spots

Blind Spot	Business Impact
Incomplete Partner Signals	Limited visibility into partner readiness and activity
Weak Attribution Models	Difficulty linking activity to revenue outcomes
Disconnected Data Sources	No complete view of performance
Limited Data Context	Lower AI confidence

AI amplifies the quality of the signals it receives. When data is incomplete or disconnected, confidence in the resulting decisions declines.

CROSSBEAM

"Two gaps compound when companies try to turn partner data into actionable intelligence. First, companies can have rich customer data while remaining blind to what a partner sees inside an account. Second, even when partner data exists, it's often disconnected from CRM and the AI tools reps use. If people have to go hunting for that intelligence, it rarely shapes the decision."



Bob Moore
CEO
Crossbeam

IMPARTNER

"Data silos make it difficult to connect the information teams rely on, but simply connecting those sources is not enough. Context is equally critical. AI operating on data without the right context can lead to misguided and potentially dangerous decisions for your business. The real opportunity is turning connected data into meaningful, contextual understanding that teams can act on with confidence."



Brad Pace
Chief Operating Officer
Impartner

From Fragmented Data To Coordinated Execution

Data fragmentation remains one of the biggest obstacles to AI-enabled partner growth. Bringing information together creates a clearer foundation for identifying opportunities, prioritizing attention, and improving how teams and partners work together.

Closing that gap requires solutions that integrate AI into partner operations, connecting insight, orchestration, and execution that help strengthen partner engagement, increase revenue, and improve business performance.

SECTION 3

IMPARTNER Aimi

Introducing Aimi:

AI Engine for Ecosystem Intelligence

Aimi (Artificial Impartner Intelligence) brings enterprise-grade AI into the heart of every partner ecosystem.

Built natively within Impartner's revenue orchestration platform, Aimi delivers accurate answers, automates partner operations, and transforms natural-language prompts into real partner actions, all while maintaining the security, segmentation, and flexibility required for enterprise partner programs.

Unlike generic AI assistants, Aimi understands the context of your partner ecosystem. It delivers personalized experiences based on partner role, tier, products, region, and program rules to ensure every interaction is relevant and actionable.

The Foundations of Aimi

Intelligence That's Personal

Aimi uses segmentation and contextual intelligence to deliver personalized guidance across your ecosystem.

- Role-based responses
- Partner-tier and program awareness
- Region and product-specific recommendations
- Context-aware guidance

AI That Completes Real Work

Aimi guides users through partner workflows with natural language, from answers to actions.

- Guided deal registration
- Natural language record creation
- Workflow validation
- Intelligent recommendations

Purpose-Built for Partner Ecosystems

Unlike generic AI assistants, Aimi helps users complete partner-program tasks through natural language and guided workflows.

- Partner ecosystem intelligence
- Revenue-focused outcomes
- Enterprise-grade scalability
- Program-specific experiences

Unified AI Across Impartner

Aimi connects content, workflows, automations, and partner context to enable a more intuitive partner experience.

- Content intelligence
- Workflow automation
- Partner context
- Ecosystem insights
- Connected experiences

Aimi Connects Every Layer of Your Partner Ecosystem

Content → Data → Workflows → Automations → Partner Context → Insights

Aimi AI Engine

Smarter Partners. Stronger Programs. *More Revenue.*

How Aimi Transforms Partner Operations

Aimi goes beyond answering questions by understanding partner context, guiding users toward intelligent next-best actions, and automating workflows that enhance partner experiences and accelerate revenue outcomes.

Understand

Aimi understands who the partner is, which program they belong to, what they are trying to accomplish, and the data and content that are most relevant to them.



Act

Aimi turns intent into action by creating records, guiding submissions, generating content, and recommending next steps.

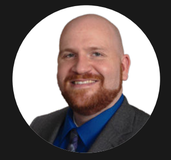
What Aimi Solves

CHALLENGE	OUTCOME
Partners don't know where to find information.	Instantly answers questions and surfaces relevant content.
Partner teams spend too much time on repetitive tasks.	Automates content creation, translations, and workflows.
Deal registration remains a friction point.	Enables natural language record creation and guided submissions.
AI chatbots lack context and accuracy.	Uses segmentation and program-specific intelligence.
Partner programs are highly customized.	Adapts guidance to custom workflows, fields and program rules.
Security and privacy are critical.	Provides enterprise-grade AI designed for partner ecosystems.

Aimi delivers:

- ☑ Contextual recommendations
- ☑ Personalized partner experiences
- ☑ Guided workflows
- ☑ Intelligent next-best actions
- ☑ Natural-language interactions
- ☑ Partner-program intelligence

"Our goal is to make partner and administrator workflows significantly simpler. With Aimi, someone can say 'Create a deal for Acme Corp' and the system will naturally gather the missing details, validate the required fields for that customer and complete the submission. We didn't want an AI tool that only works in perfect conditions. We built it to adapt to real workflows and environments."



Robert Harris
VP of Product Management
Impartner

IMPARTNER

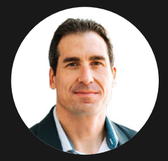
AI-Driven Orchestration in Practice

Aimi applies intelligence across the partner lifecycle, helping organizations identify opportunities, from recruiting the right partners to accelerating pipeline and improving program performance.

Rather than treating each partner interaction as an isolated task, Aimi helps organizations apply intelligence across the full ecosystem, turning partner activity and business signals into opportunities to improve engagement, productivity, and revenue.

IMPARTNER

"AI shouldn't become another tool that teams have to learn, manage and navigate. It should become part of the ecosystem itself. That principle is at the core of Aimi and PRM 3.0: to embed intelligence into the data, workflows and partner experiences that already drive revenue, so AI helps people execute rather than simply giving them another source of information."



Curtis Brinkerhoff
Chief Revenue Officer
Impartner

Performance Management
- Partner health assessment
- Engagement insights
- Growth strategies

Recruitment
- Partner identification
- Application scoring
- Program matching

Forecasting
- Predictive forecasting
- Pipeline trend analysis
- Opportunity prioritization



Enablement
- Personalized training recommendations
- Content discovery
- Knowledge assistance

Pipeline Intelligence
- Deal health scoring
- Intent signals
- Pipeline insights
- Risk identification

Co-Selling
- Sales content enablement
- Battle cards and playbooks
- Next-best action guidance

The Business Impact

Faster Partner Activation ↓
Partners find answers instantly, onboard faster, and become productive more quickly.

Higher Program Adoption ↓
Reducing friction drives increased portal engagement and partner participation.

More Complete and Accurate Data ↓
Guided workflows improve data quality while reducing manual entry errors.

Smarter Partner Communications ↓
AI accelerates content creation, translations, and personalized messaging.

Better Visibility Into Partner Needs ↓
Gain insight into partner behaviors, content gaps, and opportunities for program optimization.

SECTION 4

ORCHESTRATION STUDIO

Powering Partner Success with Automation and Orchestration

Intelligent orchestration reduces operational friction by connecting systems, partners, and workflows across the revenue journey. By transforming ecosystem insights into automated actions, organizations can move faster from opportunity identification to execution.

Impartner's Orchestration Studio provides the execution layer for the intelligent partner ecosystem, connecting systems, orchestrating data and workflows, and automating processes to drive greater operational efficiency across the partner lifecycle.

From Intelligence to Execution

Aimi AI
Provides partner context, intelligence, recommendations, and natural-language experiences.

→

Orchestration Studio
Connects systems, triggers workflows, moves data, and executes automated actions.

→

Business Outcomes
Less manual work, faster processes, better data, and more consistent partner experiences.

Connecting AI Through Orchestration Studio

When combined with Aimi and other AI solutions, Orchestration Studio enables organizations to integrate AI into business workflows, turning data and business events into intelligent, automated actions. Common applications include:

Use-Case	What It Does	Why It Matters
AI-Enhanced Data Processing	Routes submitted information to an AI model for analysis, classification, enrichment, or transformation, then uses the results in the workflow.	Reduces manual processing and turns submitted data into actionable information.
AI-Assisted Data Enrichment	Combines PRM data with AI-generated insights or classifications to enrich records and support downstream actions.	Improves data quality and reduces manual effort.
AI-Enabled Workflow Automation	Incorporates AI outputs into workflows to support next steps, update records, or coordinate actions across connected systems.	Helps teams respond more efficiently to business events and automate downstream processes.

Power Beyond AI

Real-World Automations with Orchestration Studio

Impartner's Orchestration Studio goes beyond AI to automate the everyday processes that keep partner programs running. By connecting PRM, external systems, and workflows, it reduces manual work, streamlines execution, and enables teams to scale without custom code.

smartsheet

"Anytime we can automate a workflow, it is always worth it. Orchestration Studio saves us hours of manual work and keeps our data accurate in real time. Once these workflows are built, they run reliably in the background."



Mike Blumenstein
Senior Global
Channel Operations Manager
Smartsheet

Here's how teams are putting it to work:

Use-Case	What It Does	Why It Matters
Partner Application Management	Automates processes triggered by partner applications, including reviews, assignments, and workflow actions.	Reduces manual work and accelerates partner onboarding.
Data Synchronization Across Ecosystems	Connects PRM with CRM, ERP, and other systems to move and transform data across workflows.	Keeps systems aligned and reduces manual data updates.
Partner Engagement Automation	Automates actions based on partner activity, program milestones, or defined business conditions.	Enables timely follow-up and more consistent partner engagement.
Partner Action Alerts	Initiates alerts, tasks, or workflow actions when events occur, such as a new deal or completed training.	Keeps teams aligned and reduces missed follow-ups.
Cross-Functional Team Handoffs	Routes information and triggers workflows across teams as partners move through key lifecycle stages.	Improves accountability and creates more consistent processes.
CRM Sync Error Notifications	Detects CRM sync issues and sends notifications to the appropriate teams for follow-up.	Speeds resolution and helps maintain accurate partner data.

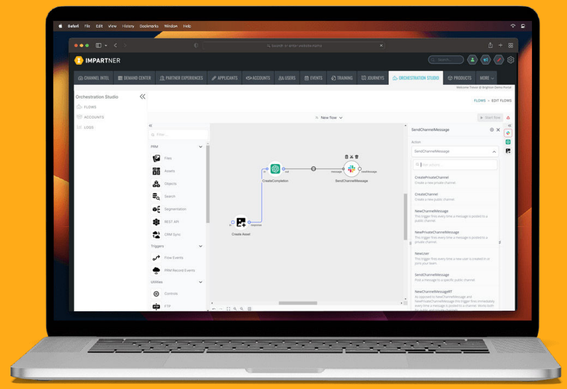
The Outcome?

Turning Automation Into Impact

Whether incorporating AI into an existing process or automating a business task, Orchestration Studio helps organizations:

- ☑ Reduce manual work and operational overhead
- ☑ Connect data and systems across the partner ecosystem
- ☑ Automate handoffs and coordinate next steps
- ☑ Improve data quality and process consistency
- ☑ Respond faster to partner and business needs
- ☑ Scale partner operations with less friction

Create Harmony in Your Partner Data With Orchestration Studio



See it in Action

smartsheet

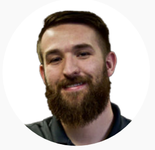
"Orchestration Studio gives us confidence that our partner data is always accurate, and it allows our teams to focus on strategic work instead of firefighting manual processes. Scaling the partner program has never felt this manageable."



Mike Blumenstein
Senior Global
Channel Operations Manager
Smartsheet

IMPARTNER

"When you mix in AI with the power of Orchestration Studio, optimal partners are approved and enabled faster, deal reviews are accelerated, and health scores can update in real time. CAMs should be spending their day building partner pipeline, not chasing paperwork."



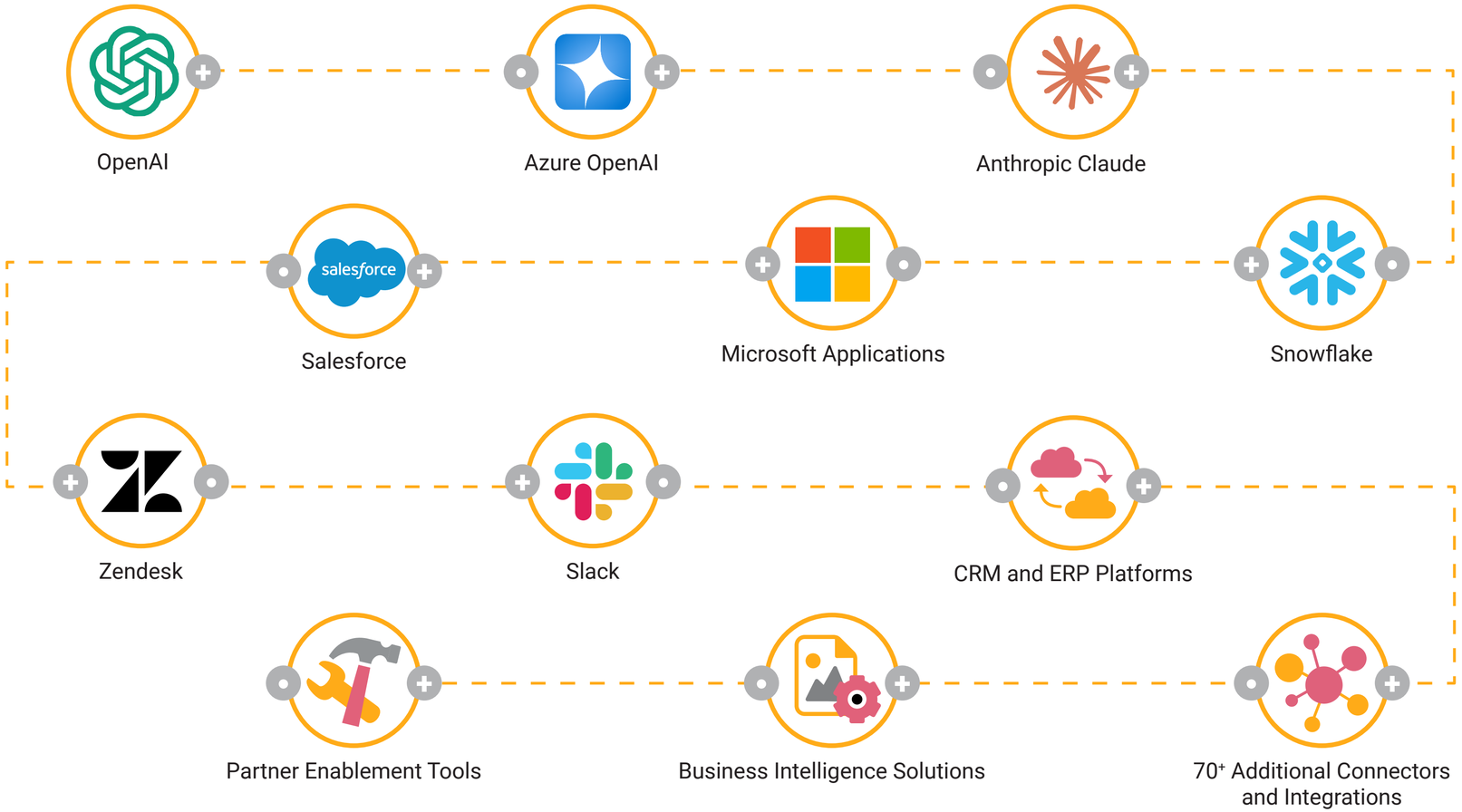
Levi Lauck
Senior Product Manager
Impartner

AI & Ecosystem Integrations

Orchestration Studio can integrate with:

Orchestration Studio connects PRM with the systems, applications, data sources, and AI models that power your ecosystem. Pre-built connectors make it easy to configure triggers and actions that move data, incorporate AI into workflows, and automate processes across connected systems.

This connector framework gives organizations the flexibility to adopt AI capabilities while preserving existing technology investments and workflows.



SECTION 5

AI, AUTOMATION & ORCHESTRATION

From Ecosystem Insight to Revenue Action

AI can help organizations understand what is happening across the partner ecosystem, identify where attention is needed, and recommend next steps. When those insights connect to automated processes and business workflows, teams can move more efficiently from insight to execution.

Revenue outcomes depend on coordinated decisions across partners, internal teams, data, and technology. The opportunity is to connect AI-driven insights with the processes and actions that move partner relationships and revenue forward.

Revenue Doesn't Happen in Silos

From Insight → Action

Stage	Ecosystem Insight	Guided Action	Business Impact
Recruit	Identify ideal partners and opportunities	Automate qualification and routing	Higher-quality partner ecosystem
Activate	Surface onboarding needs and signals	Trigger onboarding workflows	Faster time-to-value
Enable	Recommend content and training	Personalized next steps and resources	Increased partner productivity
Co-Sell	Surface relevant signals and context	Coordinate deal workflows and follow-up	More coordinated selling
Grow	Identify growth and engagement	Automate revenue-focused actions	Greater partner-sourced revenue
Optimize	Deliver performance insights	Trigger optimization actions	Improved ecosystem optimization

Executive Signals

→ AI is becoming embedded across every stage of the partner lifecycle.
→ Automation is shifting from task-based execution to connected ecosystem processes.
→ Human oversight remains essential for context, relationships, governance, and strategic decision-making.

Where Human Insight Creates Ecosystem Value

AI and automation can help teams surface signals, identify opportunities, and move work forward faster. They do not replace the judgment, relationships, and strategic decisions that shape successful partner programs.

The greatest value comes from knowing where technology can accelerate work and where human expertise should remain central.

AI & Automation	Human Judgement & Leadership
Surface ecosystem signals, dependencies, opportunities, and risks.	Connect program priorities to business goals.
Coordinate processes across partners, teams, and connected systems.	Strengthen relationships and reinforce partner confidence.
Recommend relevant actions and next steps based on available context.	Apply customer, partner, and market context to recommendations.
Identify risks, opportunities, and performance gaps.	Balance stakeholder interests, incentives, and accountability.
Scale repeatable activities across the ecosystem.	Set strategic direction and guide high impact choices.
Monitor performance and outcomes.	Improve programs through feedback, outcomes, and change.

Intelligence reveals opportunities. Automation coordinates action. Human insight ensures better decisions for ecosystems to create lasting value.

"AI is shifting partner managers from manual portfolio triage toward exception management. The system can identify which accounts need attention and surface the right signals, but the human still decides how to respond. The greatest value comes when automated orchestration handles the scale and speed, while human judgment guides the relationships, negotiations, and strategic commitments that shape the ecosystem."



Neeti Gupta
PhD candidate,
Founder & CEO
AI Partnerships

SECTION 6

PARTNER GROWTH & TRANSFORMATION

Applying AI to Real Partner Challenges

Businesses face recurring challenges across recruitment, activation, engagement, productivity, co-selling, and growth. Addressing these challenges requires more than adding new technology. It requires understanding where improvement matters most and connecting the right capabilities to the desired outcome.

AI can help organizations identify opportunities for improvement, support better decisions, and make partner processes more responsive. The greatest value comes when these capabilities are applied to a defined business need and evaluated against a measurable result.

A practical approach starts by identifying the challenge, defining the opportunity, applying the appropriate capability, and measuring what changes. What delivers value can then be refined and scaled across the ecosystem.



"Success will be enabling right combination of partners to solve specific customer problems quickly. Treat ecosystem data as strategic asset, not operational byproduct. Shift from partner recruited/enabled to customer success achieved."

TD SYNNEX



Matt Karst
VP New Vendor Acquistion
TD SYNNEX

Partner Experience Redefined

Aligning Strategic Priorities with AI

Business Objective	AI-Enhanced Outcomes
Accelerate activation	Faster time-to-value
Improve targeting	Higher quality recruitment
Increase engagement	Greater program adoption
Personalize experiences	Increased partner productivity
Improve co-selling performance	Increased pipeline contribution
Scale operations	Reduced administrative effort
Optimize investments	Improved ecosystem ROI
Increase ecosystem visibility	Better business decisions
Drive partner-led growth	Greater revenue contribution

Turning AI into Value

AI can strengthen the partner experience while helping teams focus resources where they can create the greatest business value.

The opportunity is to move from isolated improvements to a continuous approach to partner growth, using outcomes and feedback to guide what happens next.

partner+

"AI removes the ceiling on personalization at scale, allowing programs to meet each partner where their business actually is. Personalization only works when partners are willing to share how their business operates, which means the relationship has to be built on demonstrated mutual value rather than volume commitments or contractual obligation."



Caleb Harry
Co-Founder
Partner+

SECTION 7

DATA, TRUST & GOVERNANCE

Scaling AI Across The Ecosystem

Building the Foundation for Responsible Growth

AI-enabled impact depends on more than the technology itself. It depends on trusted data, responsible use, secure access, and human oversight.

Scaling AI responsibly requires a strong foundation of trusted data, governance frameworks, security controls, privacy practices, and human oversight. As AI moves into partner experiences, business processes, and ecosystem decisions, organizations need reliable information, appropriate access, accountable decision making, and continuous improvement to move from experimentation to trusted, ecosystem-wide adoption.

The goal is not to slow innovation with governance, but to create the conditions for AI to be used confidently, consistently, and at scale.

Turning AI into Value

Trusted Data
Accurate, relevant, connected information that provides the context AI needs.

Governance
Clear policies, accountability, and decision rights for how AI is used.

Security & Privacy
Appropriate access and protection of sensitive information across connected systems.

Human Oversight
Context, judgment, nuance and consequential decisions.

Connected Execution
AI integrated across the systems and workflows that enable business execution.

Responsible AI is not a separate step after implementation. Trust enables organizations to move from individual AI use cases to broader adoption with confidence.



Scaling Risk: What Happens Without Trusted Foundations?

Scaling AI without the right foundations can turn small gaps into ecosystem-wide problems.

Risk	Business Impact
Fragmented AI investments.	Lack of strategy and unclear value.
Poor data foundations.	Inaccurate outputs and reduced trust.
Overreliance on AI.	Errors without adequate validation.
Lack of differentiation.	Generic solutions with limited value.
Failure at scale.	Small AI mistakes become ecosystem-wide issues.

"As AI becomes part of everyday decision-making, organizations need clear rules for how data and AI models are used, while protecting security, privacy, and meeting regulatory requirements. Leading organizations are putting AI governance in place, setting clear principles for responsible AI, and creating controls that promote transparency, accountability, and the right level of human oversight."

Maritz



Gina Bassile
Director, Channel Strategy and Alliances
Maritz

From AI Integration to Trusted AI Orchestration

As AI expands across organizations and ecosystems, governance becomes the foundation for coordinating intelligent systems securely, responsibly, and effectively.

Integration	Orchestration
Connects AI applications.	Coordinates AI systems and agents.
Automates defined workflows.	Enables adaptive decision-making.
Focuses on technical connections.	Focuses on ecosystem context.
Depends on connected systems.	Requires governance, trust, and oversight.

THE SHIFT

From connecting AI tools ⟶ to coordinating intelligence, action, and outcomes.

SECTION 8

DEFINING THE PATH FORWARD

A Practical Roadmap to Build a More Intelligent Ecosystem

Moving toward an AI-enabled ecosystem does not require transforming everything at once. Start with the priorities that matter most, build from what is already in place, and expand the approaches that improve performance and revenue.

1 ASSESS

Understand your AI readiness

Use the maturity model and readiness scorecard to identify strengths, gaps, and opportunities across data, intelligence, AI adoption, automation, measurement, and governance.

2 IDENTIFY

Find where AI can create value

Focus on meaningful opportunities across recruitment, activation, enablement, co-selling, engagement, and growth.

3 PRIORITIZE

Focus AI where it matters most

Evaluate business value, data readiness, feasibility, human involvement, risk, and how success will be measured.

4 DESIGN

Define the right AI approach

Determine how AI, automation, ecosystem data, workflows, technology, and human expertise can work together to address the priority.

5 ACT

Turn AI insight into execution

Use Aimi to understand ecosystem context, surface opportunities, and support action. Use Orchestration Studio to connect processes, systems, and workflows so actions happen efficiently and consistently.

6 MEASURE

Connect AI activity to outcomes

Evaluate changes in experience, productivity, efficiency, performance, pipeline contribution, and revenue impact.

7 SCALE

Build the operating model

Expand what works across programs, processes, and the broader ecosystem. Impartner's PRM 3.0 framework provides the connected operating model for bringing data, processes, relationships, and experiences together to support partner-led growth and revenue execution.

THE OUTCOME

AI now becomes part of how the ecosystem operates, helping teams identify opportunities, make better decisions, execute faster, and scale what drives revenue.

Building What Comes Next

The opportunity is not simply deploying AI. It is reimagining how ecosystems connect, collaborate, and create value. Organizations that can translate insight into coordinated execution will build stronger partnerships, respond faster to change, and create new opportunities for growth.

As AI capabilities expand and ecosystems become more complex, leaders need the ability to turn intelligence into action through:

- ☑ Intelligence that reveals opportunity.
- ☑ Automation that drives action.
- ☑ Platforms that connect every stage of the partner journey.

Aimi provides the intelligence layer. Orchestration Studio enables connected execution. Together, they demonstrate how AI and automation can help organizations move from insight to action and create more adaptive ecosystems.

Now is the time to move from understanding how ecosystems operate to transforming how value is created. By combining AI with orchestration, organizations can build stronger partner ecosystems that identify opportunities faster, execute more effectively, and deliver greater value.

Bring AI into every layer of ecosystem orchestration. Activate opportunities. Optimize performance. Scale what works.



Appendix: Additional Tools and AI Resources for Partnership Ecosystem

- How AI is shaping the future of Partner Management
- IDC - Ecosystem Strategy in 2026: Why AI Is Rewriting Partner-Led Growth
- The Artificial Intelligence tag on Medium
- The Superhuman Newsletter
- The Everyday AI podcast
- The AI Daily Brief podcast
- Coursiv AI training courses
- What is AI orchestration? How it works and why it matters | TechTarget
- Using AI Right Now: A Quick Guide - by Ethan Mollick
- Gartner AI Maturity Model and AI Roadmap Toolkit | Gartner
- Top 100 AI Leaders 2026 | AI Magazine
- The Pavilion AI GTM course
- Artificial Intelligence (AI): Online Courses, Training and Tutorials | LinkedIn Learning
- Artificial Intelligence Courses | Harvard University
- Explore the world of AI with online courses from MIT | Open Learning
- AI Learning Hub | Microsoft Learn
- Google AI - Understanding AI: AI tools, training, and skills
- AI Courses and Training - Learn Artificial Intelligence - AWS
- Canalys 5-year AI Channel Forecast
- The AI-Driven Leader by Jeff Woods
- IDC - Ecosystem Strategy in 2026: Why AI Is Rewriting Partner-Led Growth
- PRM 3.0: A Unified Partner Strategy Can Drive Stronger GTM Outcomes



Contributors



Dinara Bakirova

Consultant and Host
Channel Insights – AI Talk

Dinara Bakirova brings over 20 years of experience in partner enablement, partner marketing, and international management, having begun her career at Airbus in Toulouse before moving into the technology channel, where she has held senior positions at brands such as Canon, Adobe, Cisco Systems, and Symantec. Her core expertise spans partner experience and go-to-market strategy, with a focus on moving SaaS solutions from product-ready to market-ready at speed and scale, underpinned by a deep interest in how AI is reshaping go-to-market. She is passionate about taking partner ecosystems to new levels at scale, building the strategies and frameworks that drive consistent execution and measurable growth.

That interest led her to found and host Channel Insights AI Talk, a podcast series exploring how AI is transforming partner ecosystems and driving the next wave of channel growth, bringing honest, practitioner-led conversations to a global audience.



Gina Basille

Director
Channel Strategy and Alliances
Maritz

Gina Bassile is the Director, Channel Strategy and Alliances at Maritz, a leading company specializing in loyalty and incentive marketing. Maritz helps brands build lasting loyalty with their channel partners through data-driven program design, communication and engagement strategies, and a wide range of rewards—all powered by a robust incentive management platform. Gina's expertise lies in helping clients design and optimize channel incentive programs. She also leads the development of Maritz's channel partnerships and alliances.

With over 20 years of experience in the incentive industry, Gina brings a strong background in marketing strategy, channel technology, and SaaS.

Contributors



Mike Blumenstein

Senior Global Channel Operations Manager
Smartsheet

Mike is the Sr. Global Channel Operations Manager at Smartsheet, with over 11 years of experience across product management, customer success, channel operations, and partner relationship management.

In his current role, Mike manages Smartsheet's partner portal and PRM systems, helping enable and scale the partner experience. His experience also includes building Accelerators and scalable solutions as part of Smartsheet's product team, as well as serving as one of the company's first four Strategic Customer Success Managers.

Having lived and breathed Smartsheet for over 11 years, Mike brings a deep understanding of the platform, its customers, and its partner ecosystem. He is passionate about connecting customers and partners with the right resources to get started, solve challenges, and take their use of Smartsheet to the next level.

smartsheet



Curtis Brinkerhoff

Chief Revenue Officer
Impartner

Curtis Brinkerhoff boasts a remarkable career spanning over two decades in the technology sector. His journey in the industry has seen him don pivotal roles such as Sales Director, VP, EVP, COO, and CRO, and led companies from $3M to over $100M in annual revenue. Throughout his tenure, he has not only spearheaded sales but has also led dynamic support, customer service, and marketing teams, showcasing his diverse business acumen and innovative problem-solving approach.

This experience, combined with his commitment to innovation and excellence, positions Curtis uniquely in serving Impartner's market needs with utmost professionalism. He emphasizes bringing best-in-class solutions to the heart of the partnerships industry.

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Brian Galicia

Vice President of Technology Partner Alliances
Precisely

As Vice President of Technology Partner Alliances at Precisely, Brian leads the company's global technology ecosystem strategy, driving revenue growth through strategic partnerships with leading hyperscalers, including AWS, Google Cloud, and Microsoft Azure. Together with his team, he collaborates with software companies and technology leaders to unlock new growth opportunities, accelerate revenue, and scale businesses through high-impact ecosystem partnerships. He is a keynote speaker, best-selling author and former LinkedIn Top Voice. Connect with him on LinkedIn.



Neeti Gupta

PhD candidate
Founder & CEO
AI Partnerships

As the Founder and CEO of AI Partnerships, I bring over 20 years of expertise in business development, partnerships, and marketing to the table. A growth-oriented leader, I leverage design thinking, data analytics, and user experience principles to craft and execute strategic AI partnership initiatives. With a proven track record of delivering results and fostering trust among industry leaders, I have spearheaded negotiations for various technology companies including most recently VMware agreements (such as security co-pilot agreement with Microsoft), as well as secured the Azure Marketplace agreement for both the US and global markets. I'm driven by my passion to utilize my diverse educational background and adept team management skills to fuel growth and success within the big tech platforms and ecosystems. I'm currently pursuing my PhD from University of Cambridge, UK.

Contributors



Robert Harris
Vice President of Product Management
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Robert Harris brings more than two decades of leadership in software, product strategy, and technology innovation. At Impartner, he leads Product and UX across PRM, TCMA, News on Demand, analytics, AI, and the broader Impartner platform. A serial entrepreneur, Robert co-founded and scaled three software companies to successful exits and has held senior leadership roles including CEO, CTO, and VP of Product & Engineering. He excels at building high-performing teams, defining product vision, and delivering solutions that drive customer value.

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Caleb Harry
Co-Founder
Partner+

Caleb Harry is the founder of Partner+, with over 15 years' experience in channel marketing and partner-led growth. He believes that effective partner ecosystems are driven by clear behavioral incentives, strong enablement, and aligned commercial outcomes. Partner+ runs some of the largest partner and incentive programs across Australia and the Asia-Pacific region. The team specializes in designing and operating scalable partner ecosystems that drive measurable behavior, engagement, and growth. By aligning incentives, technology, and commercial outcomes, Partner+ ensures partners are motivated, enabled, and equipped to succeed within complex channel networks, bringing a practitioner-led perspective to the Impartner Advisory Board.

partner+

Contributors



Matt Karst
VP New Vendor Acquistion
TD SYNNEX

Matt Karst is a technology industry veteran for over 35+ years whose career includes working in many aspects of the supply chain including vendor, VAR, ISV, wireless carrier, satellite broadcast carrier, emerging tech cloud start up, and distributor. Matt currently serves as TD SYNNEX's Vice President – New Vendor Acquisition in North America. His team is responsible for engaging with new vendors to the TD SYNNEX ecosystem and developing a winning GTM strategy for growth. Prior to the TD SYNNEX acquisition of Westcon in Sept 2017, Matt was the Senior Director – Cloud for Westcon Comstor in North America. Prior to TD SYNNEX, Matt was DISH Network's VP of Alliance Management and National Accounts.

Before joining DISH Network, Matt served as VP of Sales for Centennial Wireless (acquired by AT&T) and has led successful sales organizations in the wireless telecom industry and the hardware/software industry, including a start-up internet company funded by ICG (Internet Capital Group). Matt started his career with numerous sales and management positions with IBM in the Southeast Region. Matt graduated Magna Cum Laude from the University of Miami (FL).

TD SYNNEX



Levi Lauck
Senior Product Manager
Impartner

Levi Lauck is a senior product leader at Impartner with over 15 years of experience, evolving from web designer to driving innovations like the Extensibility Platform and Orchestration Studio, used by Fortune 500 partner programs. Known for bridging the gap between engineers and executives, he combines deep technical fluency in JavaScript and C# with a strong focus on business outcomes.

An early AI adopter, Levi builds intelligent prototypes using OpenAI, LangChain, and vector databases. His recent GenAI widget reduced partner friction by 40% and led to a new product line. Focused on outcomes, Levi measures success by customer ROI rather than feature counts, whether it's increasing attach rates or reducing integration time from weeks to hours.

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Jay McBain
Chief Analyst
Omdia

Jay McBain is the most recognized and cited analyst/futurist in the global IT and telco channel ecosystem. Named Global Channel Influencer of the Year by Channel Futures Magazine, Top 40 Under Forty by the Business Review, as well as numerous channel magazines top thought leadership lists, he is often sought out for industry guidance and future trends.

He has spent his 32-year career in various executive channel sales, marketing, and strategy roles within IBM, Lenovo, Autotask, ChannelEyes, and Forrester. Jay is chief analyst at Omdia - the world's leading research firm with a distinct focus on channels, partnerships, alliances, and ecosystems.



Bob Moore
Co-Founder and CEO
Crossbeam

Bob Moore is Co-Founder and CEO of Crossbeam, an Ecosystem-Led Growth (ELG) platform that helps companies use their partner ecosystems to generate leads, close deals, and grow faster. Moore previously co-founded Stitch (Acquired by Talend in 2018) and RJMetrics (acquired by Adobe by way of Magento Commerce in 2016). He is the National Bestselling author of Ecosystem-Led Growth.

Bob serves as a Trustee of The Franklin Institute, and has previously served as the Board Chair of Philly Startup Leaders and Board Member of Philadelphia Alliance for Capital and Technologies (PACT).

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Michelle Morgan
Director of Partnerships
Tier1 Performance

Michelle Morgan is the Director of Partnerships at TiER1 Performance. TiER1 Performance helps customers activate their partner ecosystem by connecting strategy, processes, data, technology, and people, driving impactful business and customer outcomes. With 15 years of experience in partnerships, including her time at National Instruments as an Impartner customer, Michelle brings both practitioner insight and strategic perspective to her work. She is passionate about fostering relationships rooted in trust, alignment, and mutual success.



Brad Pace
Chief Operating Officer
Impartner

Brad Pace joined Impartner in 2016, and as Chief Operating Officer, is accountable for ensuring that Impartner customers benefit from Impartner's channel management solutions, sales operations and acquisition integration. Before joining Impartner, Pace held a number of executive sales, customer service and analytics roles at EMC, most recently servicing as senior director of customer service support analytics and global director of customer service for EMC's multi-billion-dollar backup and recovery division. Pace has also held leadership positions in the management consulting industry for A.T. Kearney.

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Every day, the world's leading partner ecosystems trust **Impartner** to help them work smarter, move faster, and scale with confidence. The Impartner PRM 3.0 framework represents a shift from traditional partner management to intelligent, connected, and orchestrated ecosystems. At the center of this framework, Impartner's **Orchestration Studio**, connects systems and automates key partner motions, while **Aimi AI** brings intelligence into the partner experience, helping transform data and interactions into actionable insights and smarter experiences.

Artificial Intelligence offers immense potential, but true impact comes through precise and purposeful execution. The AI Ecosystem Playbook is more than a collection of ideas. It is a launchpad for turning AI potential into practical execution, powered by real world insights from ecosystem experts already putting AI into action.

As AI reshapes what is possible throughout the partner journey, success belongs to those who turn possibility into process and process into outcomes.

Ready to put PRM 3.0 into action?
See what's possible with Impartner.



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