Region Where Deals Begin And Revenue Grows: The Channel Performance Story Segment All **Total Revenue** Revenue Reality Check: Projected vs. Pipeline Value by Channel Direct Sales Journey: Tracking Conversion Through The Funnel 2.1bn Total Revenue Weighted Revenue 100% Lead 100 Qualify 48 Weighted Revenue Solution 41 461M 0.64bn Proposal 21 0.29bn 0.17bn Finalize Indirect Sales Channel **Total Opportunities** 487 Partner Pipeline: Mapping The Indirect Sales Journey Channel Dynamics: How Opportunities Are Distributed 270 217 Lead 168 Final stage % Total Opportunities 3% Qualify 46 Solution 33 Proposal 16 Finalize **Partner Opportunity** 55% 4.2% Indirect

Sales Channel

Revenue Distribution Across the Sales Pipeline by Channel

Sales Stage Lead Qualify Solution Proposal Finalize

2.1bn

5.91%
9.78%
11.44%
15.33%
20.95%

Indirect

Enablement signals: Spotting Low-Yield Partners

Region

All

Aged But Active? Opportunity Backlog Over the Last Two Years

Sales Channel Direct Indirect

148

133

87

54

148

12

2

1.26-1.5

Years

1.51-1.75

1-1.25

Segment

1.76-2

All

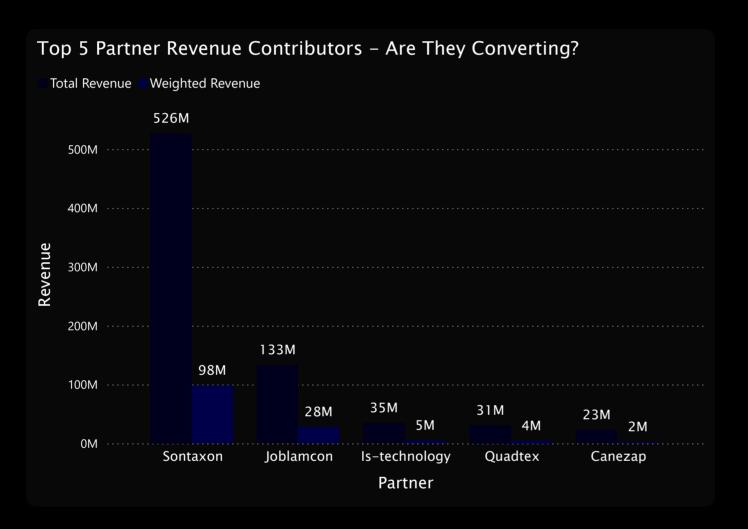
Weighted Revenue 461M

Total Opportunities 487

Final stage %

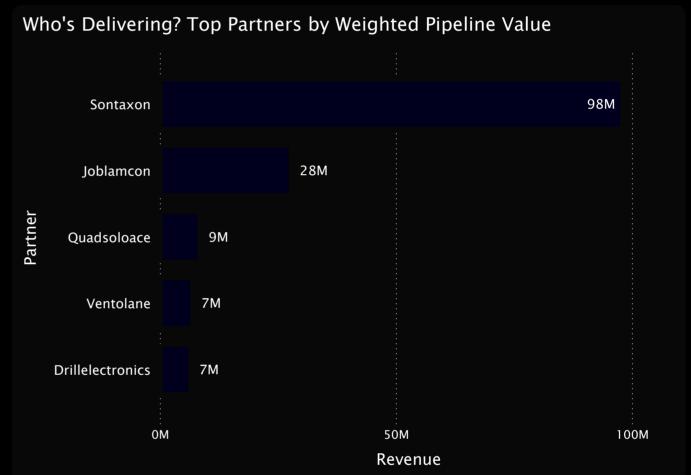
3%

Partner Opportunity 55%



Sales Channel

Direct





No of Opportunities

The Hidden Levers Of Growth: Partner Performance and Opportunity Health

Navigating the Sales Landscape: Regional, Channel & Segment Insights



Total Revenue

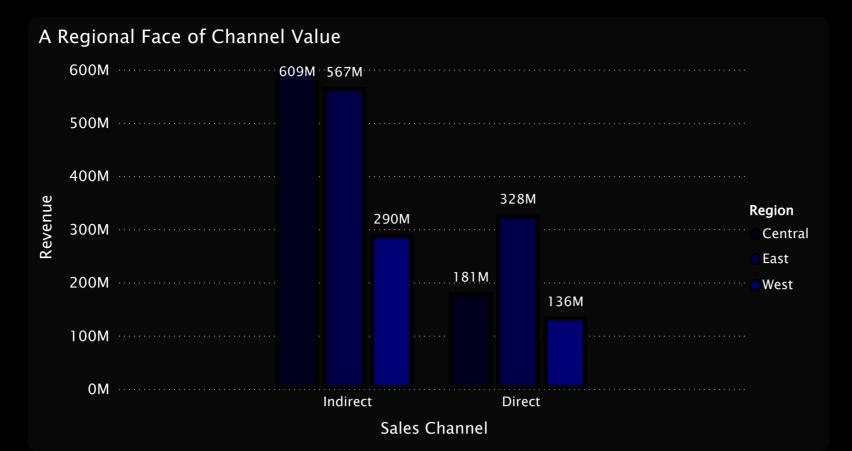
2.1bn

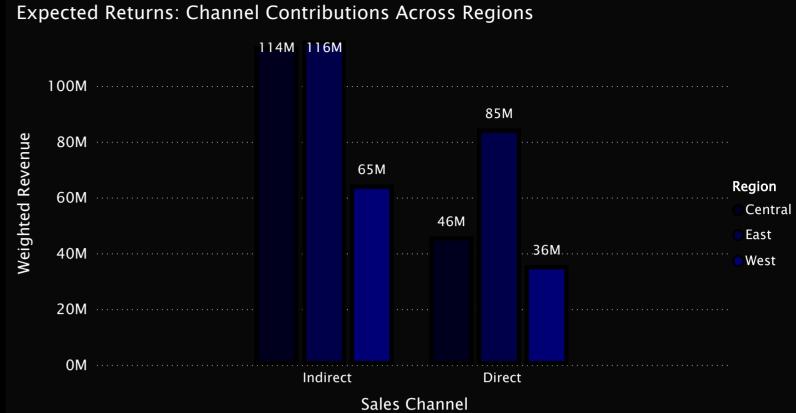
Weighted Revenue 461M

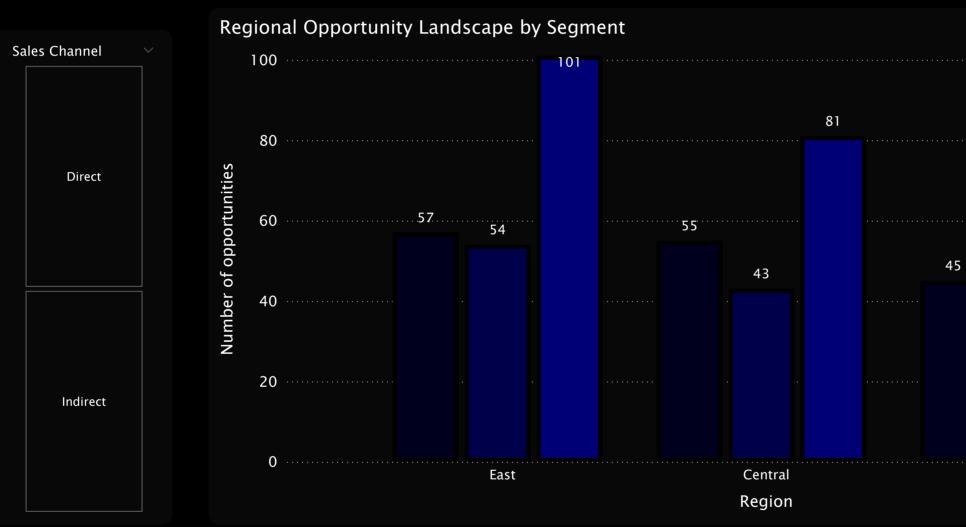
Total Opportunities 487

Final stage % 3%

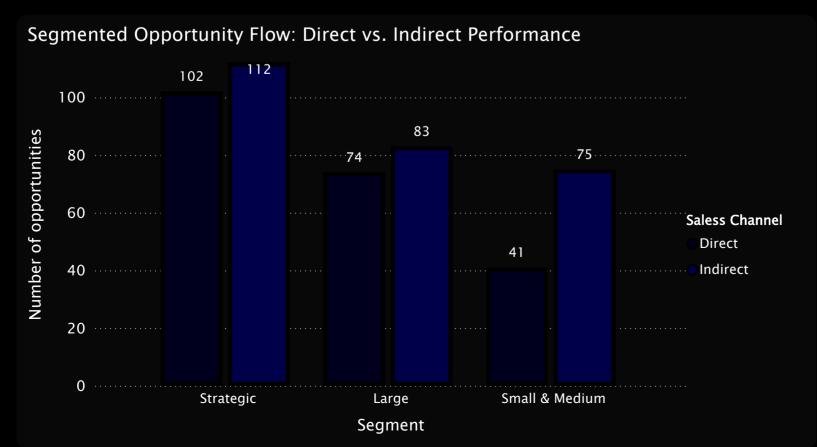
Partner Opportunity 55%

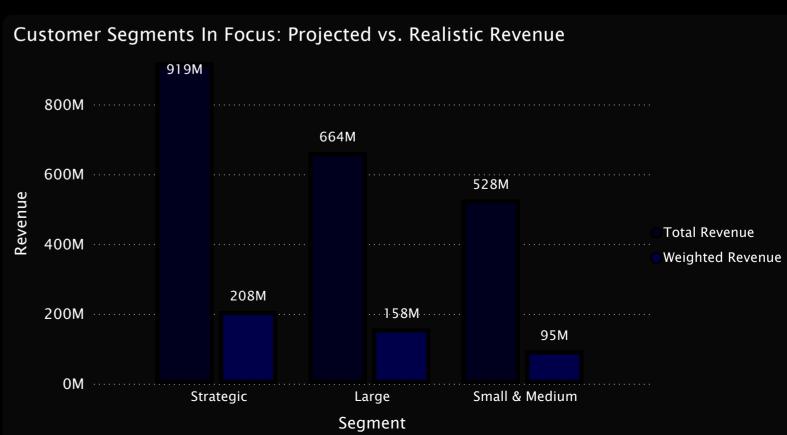












West

Small & Medium

Strategic

Sales Channel Total Revenue 2.1bn Direct Weighted Revenue 461M **Total Opportunities** 487 Final stage % 3% Indirect **Partner Opportunity** 55%

From Leads to Peaks:: A Channel and Seasonality Story

