PANEL PRESENTATION · PARTNER ENABLEMENT MANAGER · R262509

Partner Enablement Manager: 90 Day Onboarding and Enablement

Prepared by: Donal Treacy

Date: 22 July 2026

ATTENDEES: RYAN MESCHES, SHANE MCALLISTER, FEARGHAL O’SULLIVAN, ROB MARTIN

THE DESIGN PRINCIPLE

Programme Architecture

I watched the gated, certification first model from the partner side at BT. It worked for Cisco because demand queued behind the badge.

GATED MODELS

Cisco, SAP, Oracle style. Certify first, sell later.

Setup	Certification	Selling begins
First contact	~Day 45	Day 90+

Works only when the payoff is guaranteed. For a challenger (like ADI) it produces partners who sign up and go quiet.

THIS MODEL

The deal is the onboarding. Training runs beside it.

Setup	Live deal worked with ADI support, from kickoff
	Certification in parallel. Unlocks benefits, doesn't block selling.

First contact — Kickoff — Day 90

Same paperwork for both. The difference is the critical path: after setup, their partner starts doing coursework. Ours starts selling.

Setup speed: self serve same day. Standard terms about 2 weeks. Negotiated deals wait, and kickoff waits with them.

4 to 5x more likely still active at 12 months when the first deal registers inside 30 days

40 to 60% of partners who never complete onboarding in 90 days go permanently inactive

PRM vendor research. Directionally useful, held loosely.

THE JOURNEY

30, 60, 90 Overview

PHASE 0

Admin

Portal, legal and credentials complete before anyone meets. Named Opp type set support level

SIGNAL

Provisioning date

WEEK 1

Live Deal

Opp #1 picked jointly. Registration taught live, their hands on the keyboard. Aim for Engineer by Day 5

SIGNAL

First registration event

DAY 30

First Activation

First qualified registration: Establish named customer, named application, real timelines.

SIGNAL

Activation, days to gate

DAY 30 TO 60

Co-Selling Motions

Partner fronts the first joint customer meeting. Aim for Opportunities 2 and 3 registered.

SIGNAL

Registrations 2 and 3

DAY 90

Path to Design Win

A customer conversation with no ADI in the room.

SIGNAL

Exit status

Every milestone writes a signal into Dynamics. The dashboard is a byproduct of the journey, never a separate chore.

Possible Task Management <90D

www.donaltreacy.com/adi/matrix

#	Step	Owner	What happens if it fails?
PHASE 0 · RECRUIT AND QUALIFY			
1	Identify and qualify the partner	**PDM**	We run risk of them become the 40 to 60% of dormant partners I referred to in Slide 2
2	Qualification questionnaire, top 3 live opportunities	**PEM**	We have a generic Kickoff and we blindly waste support resources
3	Legal, portal and deal registration provisioning	**PEM**	We lose key momentum form filling which should be templated or expedited
PHASE 1 · WEEK 1: THE DEAL IS THE ONBOARDING			
4	Kickoff. Opportunity #1 picked jointly	**PEM**	We have no anchor deal and silence starts immediately
5	Registration taught live, their hands on the keyboard	**PEM**	We end up with an empty portal
6	Engineering session on the live deal	**PDM**	We see a proper sales opportunity stall due to being untouched
7	Training assigned by role	**PEM**	We have generic valueless training which gets ignored
8	Day 7 checkpoint	**PEM**	We lose momentum and see first week turn into second week without action plan
PHASE 2 · DAY 7 TO 30: REALITY			
9	First qualified registration	**Partner**	We get junk pipelines which costs the ADI Partner Programme with internal trust
10	Scoring live, triggers armed	**PEM**	We end up missing the boat to address it. Disengagement spotted in Day 60 is too late
11	Day 30 activation gate	**PEM**	We have significantly higher risk of missing all downstream goals
PHASE 3 · DAY 30 TO 60: PROVE THE MOTION			
12	First joint customer meeting, partner fronting	**PDM**	We've got a theoretical programme if we can't get on joined meetings
13	Opportunities 2 and 3 registered	**Partner**	We have one off projects. A partner with one deal is a project not a partnership
14	Certification at roughly 50%	**Partner**	We're selling without any real depth, engineering dependency never falls off
PHASE 4 · DAY 60 TO 90: INDEPENDENCE			
15	Independent customer conversation	**Partner**	We can't scale if the partners are permanently dependent on ADI
16	Opp #1 moves towards Design Win or closes as lost with a clear reason	**PDM**	We lose credibility with both internal sales and lack results
17	Day 90 review: graduate, extend as needed, move down	**PEM**	We spend our hours and support where it returns nothing
PHASE 5 · BEYOND 90: STEADY STATE			
18	QBR cadence	**PDM**	We have partners who lack of long term clarity. They leave or just float along without a plan
19	Tier progression, track switching	**PEM**	We don't evolve. Hardware partners don't become Solutions partners
20	Friction pulse, month 6 reweighting	**PEM**	We never iterate and Version 1 becomes "this is how we've always done it"

WEEK 1

Week 1 Overview

Day 1 means kickoff. Setup runs before the clock: same day for self serve, about 2 weeks on standard terms, longer when terms are negotiated.

DAY 0 **Admin already complete**	Portal live, legal signed, credentials issued. Questionnaire back, naming 3 live customer conversations.	**PEM, behind the scenes**
DAY 1 **Kickoff, 90 minutes**	Opportunity #1 picked together. Partner seller performs a live deal registration. Engineer session booked before the call ends.	**PEM + partner sales**
DAY 2 **Training assigned**	Paths by role: engineer, seller and exec. Sandbox access on the software track.	**PEM**
DAY 5 **Engineer meets engineer**	ADI engineer and partner engineer work the live deal: fit, parts, reference designs.	**ADI engineer + partner engineer**
DAY 7 **Checkpoint, 30 minutes**	Blockers named. Next registration targeted. Score live, day 30 clock visible to both sides.	**PEM + partner sales**

By day 7 a partner has registered a deal, met an engineer, started the right training and knows exactly what day 30 requires.

AFTER DAY 7

Signals and Triggers

DAY 10 ON US

Engineering Session held Y/N

If it is not booked, that is our miss. It lands on my desk, not the partner's.

DAY 21 ON US

No Registration In Place Yet?

Triggers a diagnosis call, never a warning letter. Find the blocker, fix it.

DAY 30 ON THE PARTNER

Partner Bringing Real Opportunity to Table?

Registration or working proof, or a governed exception with a named reason.

DAY 45 ON THE PARTNER

Certification Status Check In?

Certification near half done. First joint customer meeting on the calendar.

DAY 60 ON THE PARTNER

Sales Motion Gathering Momentum?

Opportunities 2 and 3 in. The partner fronting conversations, us supporting.

DAY 90 ON US

What Happens Next And Why?

Graduate, extend with a named fix, or move down to Registered. Every partner exits with a status.

Deadlines run both ways. Every step carries a due date in the PRM. A weekly exceptions view flags anything overdue on our side, an unbooked engineer, a slow legal review, and it lands on my desk to fix. Partners never have to chase us.

Partners activated inside 30 days

The health number. Every gate above writes it into Dynamics automatically.

Partner-influenced pipeline

The money number, living where the business already reports. An early warning score runs underneath, re-tested against outcomes at month 6.

HARDWARE, SOFTWARE AND SOLUTION PARTNERS

Track Variances: Hardware, Software, Solutions

Calendar, Check Ins and dashboards are identical for everyone. We need differencing levels of support and content paths and requirements.

Track	Hardware entry	Software entry	Solution entry
Technical	Light	Heavy	Heavy
Commercial	Medium	Light	Heavy
Brand	As needed	As needed	Medium

How do they evolve: a hardware entrant switching on the commercial track becomes a solution partner.

How I see it working in practice

Partner profile tagged at qualification. The PRM switches tracks on against that record. One calendar, one set of gates, one dashboard. In pilot phase I'd say apply by hand and we automate as we scale based on what works.

Tiering Model?

Long term move to a Paid and Free tiering model. Paid access filters for commitment, funds the programme and signals that the ecosystem values itself. But we lack the credibility to do this at Launch. Founding Partners can be fee exempt in Year 1 and we can limit to a smaller number of partners to scale systems in Year 1.

HARDWARE, SOFTWARE AND SOLUTION PARTNERS

Track Variances: Hardware, Software, Solutions

Calendar, Check Ins and dashboards are identical for everyone. We need differencing levels of support and content paths and requirements.

	HARDWARE AND DESIGN *Design houses, ODMs, module makers*	SOFTWARE AND ISV *Embedded, edge AI, connectivity, tooling*	SOLUTION AND SI *Systems integrators, solution builders*
QUALIFY ON	Engineering capability in a named ADI product area. A named technical lead.	A product that runs on or alongside ADI silicon. Development capability.	A customer base in a target vertical. Commercial capability to sell an outcome.
WEEK ONE THEY GET	Datasheets, reference designs, an eval kit in the post, an ADI assigned engineer.	SDK, CodeFusion Studio, developer portal, a provisioned dev environment.	Sales playbook, joint value proposition, rules of engagement, target account list.
BY DAY 30 THEY HAVE	Eval board powered up and running a reference design.	First build compiling against ADI hardware.	Joint account mapping. Three named target accounts agreed.
BY DAY 60 THEY HAVE	Design review with the engineer. Certified. Joint target list.	Integration built. Certified. Listing prepared.	Joint business plan. Introduced to the ADI seller on those accounts.
BY DAY 90. ACTIVATED.	A DESIGN REGISTRATION. Named customer, named ADI part, named application, estimated volume.	A PUBLISHED INTEGRATION. Working, documented, listed and linkable.	A REGISTERED OPPORTUNITY. Named customer, ADI content, value, close date.

SUMMARY

SUMMARY: Partner Journey build around time to activation

Time to Activation

A qualified registration or a working proof and an evaluation by day 90 decision

Proactive

When the partner slips, we call them. When we slip, it lands on my desk. Dated tasks in Dynamics, reviewed weekly.

Consistency

Multiple partner types (Hardware, Software, Solutions). Different training paths, commercial support but the same programme architecture and model.

WHAT ARE WE AIMING FOR AFTER 90 DAYS? Design in activity by day 90 → Design Win in 12 to 18 months → Production Revenue in 18 to 30 months → Probably looking towards cost neutrality 2-3 years

Disclaimer: Based on multiple assumptions given lack of insight to current ADI processes and work completed to date.