



By [CRN Staff](#) on February 12, 2018



## 2018 Channel Chiefs Details

Andrew J. Steinke

Director, Channel Partner Sales, BCM One

**Do you expect your channel sales as a percentage of your company's overall sales to increase, stay the same or decrease in the next year?**

Increase

**Do you expect the number of channel partners you work with to increase, stay about the same or decrease in the next year?**

Increase

**Organization's 2018 budget for MDF compared to 2017 is:**

Increasing

### **Channel Chief Bio and Background:**

Andy Steinke is responsible for the success of BCM One's Partner Program from on-boarding, client engagement and overall management and success of the channel partner sales and support team. Andy's mission is enable our partners to sell across our suppliers and products/solutions with ease, creating safe harbor for their revenue, with long term support and commitments for both our partners and their clients. Andy joined BCM One close to 10 years ago with a B.S. in both Biology and Crime, Law and Justice, and a minor in Military History from The Pennsylvania State University.

**Leading products/services sold through North American channel partners:**

MPLS/Private IP Services; UCaaS/Hosted VOIP; DIA/IDE; SIP/IP Telephony; Managed Network Services; Technology Expense Management; Office 365; IaaS/DRaaS; \_Broadband; Professional Services

**Partner organization's top accomplishments in the channel over the past year:**

1. We increased our channel sales team by 300% in the last calendar year, bringing key stakeholders and performers to additional growth areas in the country.
2. We added 7 new next generation technology partners to our portfolio, of which channel sales played an integral part in vetting and recruiting partners to sell.
3. The BCM One channel team effectively made the pivot from traditional carrier sales to more cloud-based solutions and reached gold status in Microsoft as well as becoming a channel leader in the SDWAN space.

**Describe how your partner community has grown over the past year either in average revenue per partner or overall expansion of your partner base or in specific market segments:**

Our focus for growth for 2017 has been increasing our presence in the Southeast market. We have increased our channel sales team by 66% in that region and brought in an increase of 80% of new partners over the previous existing base. This has planted the seed for revenue and net profit growth in this market going into 2018.

**Provide one example of how you personally worked to help or solve a problem for a solution provider over the last 12 months:**

Our partner in California brought a client to our attention that needed over 90 global DIA connections, fully outsourced managed network services, and a secure SDWAN offer to migrate away from their current MPLS network. BCM One was brought in as a trusted solutions design company by our partner. I personally led the charge in creating a custom value prop for the design, a

managed sourcing methodology and a true "one company, one call" proposal. This resulted in our partner putting us to the front of the line for the bid and is currently a \$160K/month opportunity.

**What one market force is having the biggest impact on your company's channel strategy for 2018 and how are you accommodating for it?**

Our market focus has been regional growth in the southeast and also changing our branding to be a cloud and SDWAN specialist partner. We have hired new headcount and also embarked on an aggressive social media and travel campaign both this year and next to accommodate for this pivot and switch in focus.

**What are your top channel goals for 2018?**

Add more qualified partners, focus on a small number of elite partners, improve partner profitability

**Describe how your organization's strategy around channel Market Development Funds (MDF) is changing in 2018 compared to last year.:**

BCM One intends to add more 'educational value' within the use of MDF for our strategic supplier partners. We spent the most of 2017 vetting and using a group of newer, next gen technology partners that have 'made the cut.' With the bench ready to go, we plan on embarking on a nationwide educational tour on our managed solutions business model and white glove partner support for these forward-thinking partners that will enable our community to grow throughout 2018 and beyond.

**Name the single most innovative initiative for which you and/or your team were responsible in 2017 and describe its impact on your partner community.:**

We set out with the goal in the 1st quarter to on-board 5 industry leading SDWAN suppliers for our channel partners. Our objective was simple: dive in and learn these suppliers to create a diverse portfolio that will enable us to provide full design, deployment, and managed service support so our partners don't have to. We feel this allows us to step above our competition in this space, and we accomplished this goal in October of this year.

**What were the key channel/partner investments you made over the past year?**

1. Hired 3 new channel sales professionals.
2. Hired 2 new channel support professionals for sales enablement
3. Increased our technical support for sales partners by 100%

4. Rolled out 2 new product lines for channel partners based on cloud and SDWAN focuses.

**What honors, awards, or commendations - professional or personal - have you won over the past year?**

2016 Verizon Partner Program -- President's Circle Awards Trip & 2017 President's Circle Award Winner for surpassing sales quota for overall channel sales

**What is the best piece of business-related advice you've ever been given and who gave it to you?**

Before I went off to basic training on my quest to become an officer in The USAF, I approached my grandfather for some advice on being a leader. He was an officer in the US Army and the Office of Strategic Services. His advice was simple, and I've thought about it to this day, nearly 20 years later -- he told me to be 'firm yet fair.' This has been modified and used in many ways, such as 'it's not personal, it's business'. It constantly reminds me that being a leader is the most important thing to my team's success.

**What is the best business book you read this year and why?**

Tools of Titans. It presents several snippets from leaders in multiple aspects and industries for quick reads. The message in each story is dynamic and can be used in many different avenues and walks of life. I am still not finished with all of them, and probably will re-read many of the pages to gain different points of view as challenges and decisions are faced and needed to me made.

**What's one item on your bucket list and why is it on there?**

I would like to take my 3-year-old daughter on a cross country trip. I have traveled all over the world personally, with friends and with my wife, but never have driven across the US. I can't wait for the right time when she is old enough and excited enough to see this country with her old man. There is nothing better in this world than seeing the true, unmasked emotions of a child.