



Oliver AI

Transforming Partner Program Into Growth Engines

Channel leaders often tell us, **"We knew our partners had potential, but we couldn't see it or scale it fast enough."**

That was the challenge for companies managing partner ecosystems. Despite having strong products and hundreds of partners, fewer than 3 in 10 were truly engaged. Campaigns dragged on for weeks, channel teams were left generating pipelines based on hope rather than reliable forecasts, and revenue leaders had no clear way to demonstrate ROI. Every week lost to slow campaigns was a week competitors stole the spotlight.

The Challenges

The company faced challenges that many leadership teams will recognize:

- **Too few partners were active:** Despite hundreds of signups, only a fraction were promoting solutions.
- **Campaign launches were slow:** By the time a campaign went live, the market had already shifted.
- **Opportunities slipped away:** Faster-moving competitors captured customers first.
- **ROI visibility was missing:** Leaders couldn't answer: "Which partners actually drive revenue?"
- **High execution overhead:** Internal teams spent too much time creating, approving, and reporting on campaigns.
- **Partner motivation was low:** Without easy tools or visible results, many partners disengaged.

In today's market, slow execution and poor visibility don't just hurt performance, they create lost revenue.

The Solution: xAmplify, Powered by Oliver - The AI Channel Agent

The company turned to xAmplify as the foundation for partner engagement and campaign execution. To eliminate bottlenecks and give teams more leverage, they activated Oliver -an AI agent inside xAmplify that takes on the heavy lifting and keeps partner programs moving at speed.

Together, xAmplify and Oliver delivered:

- **Campaigns That Run Themselves** → xAmplify made co-branded campaigns easy to launch, while Oliver automated the follow-ups, reminders, and reporting.
- **Intelligence at Scale** → Oliver analyzed campaign data in real time, surfacing insights on which partners were active, which campaigns were working, and where to adjust.
- **Personalization Without Effort** → Oliver fine-tuned content for different segments (SMB, enterprise, verticals), while xAmplify distributed campaigns in just a few clicks.
- **A Frictionless Partner Experience** → Partners didn't just get tools, with Oliver acting as their built-in "campaign manager," they felt supported every step of the way.
- **Clear, Confident Decisions** → Leadership used xAmplify's dashboards enhanced by Oliver's predictive insights to finally see revenue impact at a glance.

xAmplify became the engine powering partner success, with Oliver, the AI channel agent, acting like a full team of channel managers. Oliver analyzes campaigns, automates execution, ensures no deal registration slips through across multiple systems, and even prepares QBRs and executive summaries.

"With Oliver inside xAmplify, it feels like every partner has a dedicated channel management team, always available, always precise, always driving results."

The Results (in just 6 months)



The Breakthrough

The turning point came when leadership saw campaigns rolling out in days instead of weeks and finally tied revenue back to partner activity.

What was once a sluggish, manual partner program became a growth engine running on xAmplify with Oliver, the AI agent, keeping it always-on and always-optimized.

Executives no longer had to ask, "Is this working?" The dashboards, powered by Oliver's insights, gave them instant clarity and confidence in every partner's contribution to growth.

In Their Words: "The speed difference is night and day. We're no longer chasing the market, we're leading it."

xAmplify, with Oliver as its AI channel agent, transforms partner programs into measurable growth engines; with faster launches, more engaged partners, and ROI you can finally prove. Oliver isn't just automation; it acts like your channel agent, a trusted friend working behind the scenes to make partners more effective and leaders more confident.

Ready to accelerate your partner-led growth?

Schedule your demo

