



Channel Go-to-Market Plan Summary

1. FRIDAY Channel Program Objectives

- Expand National Reach: Leverage all U.S. regions with consistent messaging.
- Increase FRIDAY AI Pipeline: Train reps to identify qualified opportunities for AI-driven infrastructure automation and ClearSight camera monitoring.
- Enable Solution Architects: Ensure architects can confidently spec FRIDAY AI into infrastructure, NOC, and security solutions.
- Joint Wins: Create measurable co-selling success stories within 90 days of launch.

2. Target Audiences

FRIDAY AI's channel enablement program focuses on three key groups:

Inside & Field Sellers: These are sellers working remotely across the U.S. They will be trained to identify opportunities, articulate FRIDAY AI's value, and introduce it into existing client conversations. Training emphasizes discovery questions, talk tracks, and objection handling.

Solution Architects (SAs): Technical specialists responsible for designing and validating infrastructure solutions. They will learn how to spec FRIDAY AI into NOC, monitoring, and camera-based deployments, with deep dives into configuration and integrations. Lab and certification available

FRIDAY Channel & Sales Team: Supports through joint opportunity reviews, quarterly business reviews (QBRs), and demo enablement. They ensure ongoing alignment and training across both organizations.

3. Core Messaging

FRIDAY AI delivers AI-Driven Infrastructure Automation for network, camera, and device environments. Differentiation: Real-time AI discovery, automated RCA, proactive remediation, and ClearSight camera analytics.

Business Outcomes:

- 60% faster MTTR (Mean Time to Repair)
- Reduced truck rolls
- Enhanced visibility for retail, utilities, healthcare, and public sector customers.



4. Phased Channel Enablement Plan

Phase 1 – Launch & Orientation (Weeks 1-2): In person Executive Meeting (Proposed: Gary/Maria in Laguna Hills week of 12/8) to introduce FRIDAY AI and establish alignment through leadership kickoff, overview decks, and a sales overview webinars and demo capabilities.

Phase 2 – Sales Training & Field Readiness (Weeks 3-6): Meetings set with AE's and followup to equip all 70+ reps with messaging, demos, and vertical-specific discovery tools. This included internal benefits to discover other opportunities related to IT

Phase 3 – Technical Enablement for Solution Architects (Weeks 6-8): Host deep-dive workshops, provide spec-sheet templates, and create a lab environment. (Lab sessions available at FRIDAY San Diego Office)

Phase 4 – Joint Field Engagement (Weeks 10-20): Execute joint selling, identify 15–20 accounts, and pair FRIDAY field reps with agent sellers.

Phase 5 – Ongoing Growth & Metrics (Quarterly): Track KPIs, conduct QBRs, and continuously refresh training materials.

5. Deliverables & Collateral

- Partner Sales Deck
- Cheat Sheets for opportunity identification and competitor comparisons
- Technical Spec Guides
- Demo Portal / Partner Portal Access and Deal Registration
- SPIFF Program for incentive alignment

6. Demonstrations & Field Engagement

Host monthly 'Show-and-Tell' demos for all sales and architects, quarterly deep dives for updates and alignments. The website is an on-going demand library.

7. Target Isolation & Joint Selling Strategy

Leverage agent's CRM to identify accounts in Retail, Utilities, Healthcare, and Public Sector. Map FRIDAY reps to regional agent sellers and conduct joint pipeline reviews.



8. Success Metrics

Metric	Target
Sales Reps Trained	100% of within 6 weeks
SA Certifications	100% within 10 weeks
Joint Demos	15 within 90 days
Qualified Opportunities	\$500K pipeline by Q2 launch
Closed Deals	5 within first 240 days