

### Why Partnerships weren't delivering

Allsop Intelligent Software, a UK-based technology company, like many fast-growing tech companies, Allsop knew partnerships could unlock new growth.

But without the right structure, they risked wasted investment and missed opportunities.

Despite a long-running Microsoft affiliation, partnerships were often treated as administrative overhead rather than as potential growth engines. Leadership began to sense that opportunities were being missed.

They faced three key obstacles common to high-growth technology businesses:

- Uncertainty around what a scalable, effective partner model should look like
- Limited internal resource or experience to design and implement it
- Risk of hiring senior personnel too early and misaligning investment.



*“We weren’t really thinking about partnerships strategically, it was very much a tactical response at best.”*



**Richard Campbell,**  
Managing Director,  
Allsop Intelligent Software

Allsop needed to explore partner-led growth, but without making long-term commitments before understanding what would work.



# A Low-Risk Route to Scalable Partnerships



Rather than rushing into a permanent hire or theoretical planning, Allsop opted for a phased, low-risk engagement with Cambium through a fractional partner support model. This allowed them to test, learn, and build confidence while making tangible progress.

Key steps included:

- **Strategic Foundations**

Cambium collaborated with the leadership team to define Allsop's partner value proposition, partner qualification criteria, and engagement framework.

- **Embedded Delivery**

A senior Cambium alliances practitioner joined the business to lead early execution engaging partners, mentoring staff, and demonstrating best practices in real time.

- **Internal Transition**

Once a working system was in place, Cambium supported Allsop in hiring a dedicated partner manager to take ownership and sustain delivery.



**Richard Campbell**  
Managing Director  
Allsop Intelligent Software

*Cambium didn't just point out what needed to be done, they proved it was doable. That made all the difference."*

*"Working alongside Cambium gave us the confidence and frameworks to engage more effectively with partners."*



**Ian Topping,**  
Sales Director  
Allsop Intelligent Software

## From Missed Opportunities to Measurable Wins

Allsop's decision to take a structured, incremental approach paid off:

- Allsop gained immediate ROI by onboarding a new partner that delivered its first deal within months.
- Their dormant Microsoft relationship was revitalised, generating new pipeline via ISV co-sell.
- Following a full review and redesign, the Allsop partner ecosystem is now active and delivering results.
- Tangible momentum in new verticals, such as the construction sector.

By starting small and building structure before scale, Allsop turned partnerships from admin overhead into a growth engine, a model other ambitious tech firms can replicate.

