

# Regalix provides new insights on partner relationship management in its latest CXO Guide

PALO ALTO, CALIFORNIA, USA, August 27, 2019 /EINPresswire.com/ -- [Regalix](#) has released the latest edition of [CXO Guide](#) titled "[Partner Relationship Management](#)." The CXO Guide is a Regalix research initiative meant for business leaders that encapsulates insights from multiple domains based on deep research conducted by industry experts.

This edition explores the relevance of partner relationship management (PRM) for B2B organizations and the various strategies they use while working with channel partners. It also goes on to discuss how an [effective PRM program](#) benefits companies, helping them achieve rapid growth with minimal investment.

The report further provides details about the best practices used in this domain and how technological advances are going to play a key role in the future. In addition, some of the PRM strategies of companies like Samsung and Optimizely have been highlighted.

"The PRM space is evolving at a rapid pace. Conventional methodologies are changing with advancements in channel management technology, bringing in unprecedented levels of customer-centricity," says Nimish Vohra, SVP – Marketing, Regalix.

## About Regalix



Conventional PRM methodologies are changing with advancements in channel management technology, bringing in unprecedented levels of customer-centricity."

*Nimish Vohra, SVP –  
Marketing, Regalix*

Regalix is a Customer Acquisition and Customer Success company that re-imagines digital experiences across hi-tech, ad-tech and retail domains. The company has partnered with some of the largest global B2B organizations in their efforts at customer acquisition, growth and retention. Regalix works with businesses, supporting their customers through the entire journey, to deliver reliable products and services in today's subscription-based economy.

Regalix has a long history of creating award-winning ventures with enterprises through co-innovation and idea-

driven frameworks that inspire companies to think differently. Headquartered in Silicon Valley –



Palo Alto, California – Regalix also has offices in Europe and Asia.

Shubharthi Ghosh

Regalix Inc.

+1 631-230-2629

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2019 IPD Group, Inc. All Right Reserved.