When choosing a partner, it's your reputation on the line, too—that's why you need a partner who's a good match for you across the board. Use this checklist to guide your selection process.

- **Portfolio**
  Understand their full suite of solutions and geographic footprint. Ask for examples of custom networks they've designed to address complex challenges. Is their network where your customers need you to be?

- **Expertise**
  How deep is their technical expertise, and what level of engineering support will your clients receive? Do they offer planning sessions with technology and business experts? Understand how many customers they've worked with, in what industries and for how long.

- **Technology roadmap**
  Pick a partner that continually invests in their network. Ask questions about network diversity, unique routes and Type II solutions.

- **Innovation**
  Are they continuously building for the future, investing in new technologies like CBRS or edge computing?

- **Local resources**
  Confirm they have local feet on the ground to provide support to your customers.

- **Account management**
  Does each partner have a dedicated client service manager to make communication easy?

- **Reliability and monitoring**
  What level of reliability do they offer? How closely do channel managers work with service delivery and operations? What's their support model for the NOC? How often are issues escalated? Do you have access to a portal for monitoring and trouble tickets to improve responsiveness for your customers?

- **Responsiveness**
  What is their average response time when reaching out? Do they make it easy to get answers for your customers, or work together when they're more complex?

- **Digitization**
  Check if your partner gives you access to a portal for pricing and partner resources.

- **Enablement**
  Do they invest in you to be more successful in selling, sharing things like case studies, product information, collateral and training materials?

- **Engagement**
  Ensure their rules of engagement provide clarity on how to drive revenue together, including cross-channel and cross-segment sales activities.

- **Values**
  Be sure your partner's core values and business align with the top priorities of your customers and the types of customers you want to attract.

- **Transparency**
  How transparent are they in working together? Do they share regular updates and build a partner community?

- **Total rewards**
  Do they build a winning environment where you collaborate on deal-making together for customers? What incentives do they provide to drive business?