Henry Advisory Group

EXECUTIVE SUMMARY | 04 BUILD

AI and Data Platform Alliance Sprint

An announced partnership is not an alliance. A joint motion the platform's field runs is.

LENGTH	FORMAT	YOU GET	BEST FOR
90 days, one platform	With your team and the platform's partner team	Consumption model, listing live, joint accounts, first co-sell opportunities	A platform partnership with no joint go-to-market

The situation

In 2026 Databricks, Snowflake, and the AI model platforms rebuilt their partner programs around consumption: partners earn tier placement, field attention, and marketplace commitment drawdown by growing the platform's compute, credits, or tokens. Many AI and data companies announced a platform partnership and then saw little happen: no plays, no joint accounts, no field awareness, and no consumption story.

What is in place by day 90

- **A signed platform priority decision** with a consumption model.
- **A joint value proposition and reference architecture** published for the platform's field.
- **Validation submitted and one listing live** in the platform's marketplace or directory.
- **25 to 50 joint accounts agreed with the platform,** field enablement held, and first co-sell opportunities tracked.

Never promised

Platform-sourced revenue, tier upgrades, awards, keynote or summit slots, platform investment or funding, or completed validation where the platform reports one to two quarters and the build has not started, or a hire date for the permanent partner leader.

How the 90 days run

WEEKS 1 TO 2	WEEKS 3 TO 6	WEEKS 7 TO 10	WEEKS 11 TO 12	WEEK 13
Thesis: platform choice and consumption model	Build: value proposition, validation, listing	Activate: field enablement, joint accounts, plays	Prove: joint pipeline review, scorecard	Hand off: 12-month plan

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The signature outputs

Platform Priority Decision	Which platform first, scored on seven criteria, with the consumption model.
Joint Value Proposition	Customer problem, joint solution, consumption impact, proof, reference architecture.
Integration and Validation Plan	The validation and listing path, with owners and dates.
Joint Account Map	25 to 50 accounts with owners on both sides.
Co-Sell Play Kit	Plays, talk tracks, commitment drawdown guidance, field one-pager.
Alliance Scorecard	Monthly measures shared with the platform's partner team.

How it starts

From the Partner Revenue Diagnostic, or directly with a Fit Check inside Weeks 1 and 2. Entry conditions: an announced or signed platform partnership, a working or near-working integration, at least 10 shared customers or 50 overlapping target accounts, an executive sponsor, an engineer with dedicated time, and willingness to list.

What it takes from you

A sponsor for 1 to 2 hours a week, a product or engineering lead for 4 to 8 hours a week in Weeks 3 to 8, a sales leader and 2 to 4 account executives for planning and enablement, product marketing for content, and RevOps for CRM fields.

After day 90

An Alliance Scorecard baseline, a 12-month alliance plan, the open opportunity list, and the platform contact map. Fractional Head of Partnerships runs the cadence where the permanent leader is not yet in seat; Partner Program Build adds more partner types; a second platform is a second sprint. Every engagement includes the role spec for the permanent partner leader, with hiring support inside the engagement window.

Who does the work

Jason Henry is Founder and Principal of Henry Advisory Group. For more than 20 years he has built partnerships from both sides: as the hyperscaler's top partner, at the negotiating table with AWS, and as the builder of partner organizations from zero. He built a managed AWS business from one customer to $1B ARR, as AWS's #1 global MSP partner. Henry Advisory Group takes on one to three engagements a year, so every client works with Jason directly.

$1B

Built a managed AWS business from one customer to $1B ARR, as AWS's #1 global MSP partner.

40%+

Grew partner-influenced revenue from 3% to over 40% of regional revenue.

166%

Built partner organizations from zero more than once; most recently after an acquisition, 5 to 23 people in two quarters, 166% of Q1 forecast.

Next step: a 60-minute working session on your platform partnership.
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