



## **Major Software Vendor Selects Pigs on the Roof for Cloud Project**

### *Identification and Profiling of Cloud Partners*

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Pigs on the Roof, a provider of channel and business development services, announced that a Fortune 100 software vendor selected the company for the identification and profiling of "born in the cloud" channel partners.

Pigs on the Roof will identify and profile thousands of partners, in major global geographies, who have a distinct cloud practice. In turn, this segmented list will be used as input for a recruitment campaign designed to grow the number of cloud partners in the vendor's partner network.

"Needless to say that cloud adaptation is changing the channel landscape for major technology vendors", commented Carlos Blanco. "Our major technology customers recognize the impact of the cloud on their channel strategies and are responding by looking to establish new channel partnerships."

The vendor selected Pigs on the Roof due its long history of delivering channel partner recruitment, enablement and on-going management services for some of the world's largest technology vendors. Building on this history, Pigs on the Roof is extending this skill set to address the needs of vendors and the business transformation to the cloud.

### **About Pigs on the Roof**

Pigs on the Roof helps companies, from start-ups to enterprises, generate tangible business concepts from promising ideas. Headquartered in Miami, FL, Pigs on the Roof is the place "Where ideas fly". For more information about Pigs on the Roof and our capabilities, please visit [www.pigsontheroof.com](http://www.pigsontheroof.com).