

CASE STUDY / PARTNER REVOPS

How One Construction ISV Increased Partner-Sourced Pipeline from 12% to 31%

A mid-market construction software company consolidated 50+ partners into a focused portfolio of six, launched two Partner RevOps Pods, and turned partnerships into a predictable growth engine.

**12% ->
31%**

Partner-sourced
pipeline

+259%

Partner-sourced deal
volume

+18 pts

Co-sell win rate YTD

50+ -> 6

Strategic partner focus

EXECUTIVE SUMMARY

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Strategic partner focus

BlueThread helped a mid-market construction software company simplify its partner ecosystem, build a scalable operating model, and transform partnerships into a predictable source of revenue.

The Challenge

A mid-market construction software company entered FY2026 with aggressive growth goals, but its partner ecosystem wasn't built to support them.

The company managed more than 50 channel partners, yet only a handful consistently generated meaningful opportunities. Every partner received similar attention regardless of performance, resulting in fragmented execution, inconsistent co-sell engagement, and limited visibility into what was actually driving revenue.

Leadership knew partnerships had the potential to become a significant growth engine. What they lacked was a focused operating model to prioritize the right partners, improve execution, and scale partner-sourced revenue.

Our Approach

BlueThread redesigned the partner GTM strategy around one simple principle: invest where outcomes are proven.

Working alongside executive leadership, we:

- Consolidated more than 50 partner relationships into six strategic partners with the strongest market alignment and revenue potential.
- Designed and launched two Partner Revenue Operations Pods consisting of seven cross-functional team members responsible for co-sell execution, partner enablement, and operational accountability.
- Implemented a repeatable co-sell operating cadence with clear ownership, partner planning, and measurable success metrics.
- Established reporting and attribution that gave leadership visibility into partner performance and enabled data-driven investment decisions.

Rather than managing a large ecosystem, the company began operating a focused portfolio of strategic partnerships designed to produce measurable business results.

The Results

Within the first year, the new operating model delivered measurable impact across the business.

- Partner-sourced pipeline increased from 12% to 31% of total pipeline.
- Partner-sourced deal volume grew by 259%.
- Co-sell win rates improved by 18 percentage points year-to-date.
- Average deal size increased while sales cycle predictability improved.
- Six strategic partners consistently outperformed the previous network of more than 50.

The seven-person Partner Revenue Operations model proved both lean and scalable, creating clear accountability without adding unnecessary complexity.

Instead of spreading resources across dozens of low-impact relationships, the company built a focused partner ecosystem that generated more pipeline, better execution, and stronger revenue outcomes.

Ready to Build a Higher-Performing Partner Ecosystem?

If your team is managing dozens of partners but only a handful are producing meaningful results, it may be time to rethink your partner operating model.

[Book a 30-minute Partner GTM Diagnostic with BlueThread](#) to identify where revenue is being left on the table and learn how a focused partner strategy can accelerate growth.

Ready to build a higher-performing partner ecosystem?

Book a 30-minute Partner GTM Diagnostic at bluethread.io/book-a-call