Deal Track

A Product Specification and Go-to-Market Brief for the Hyvara Co-Founder Team

Prepared by Kevin Kunz | June 2026 | Confidential

Where This Came From

Before I explain what Deal Track is, I want to explain why it exists. Because the why is what makes this different from everything else out there.

When I was at Adobe, if I needed a presales engineer, a subject matter expert, or a vertical specialist, I had to fill out a form. Then wait. Then follow up. Then explain why I needed them. Meanwhile the customer was sitting there waiting for an answer, and the window to close was getting smaller. The internal resource model was already breaking down, and it has gotten worse since. Adobe has been cutting SEs, SCs, and SMEs for years. Every resource a sales leader brings in adds to their quota. So they stop asking. They do more with less and hope nothing falls through the cracks.

Meanwhile, on the other side of the wall, there was an entire partner ecosystem full of SEs, implementation specialists, and account relationships that nobody was activating. Partners like Ensemble had already hired these people. They were already motivated. If the deal closes, they get the professional services. They were not asking for quota. They were not asking for a benefits package. They just needed to know who to call.

That is the problem DCN was built to solve. Match the brand AE who needs resources with the partner AE who has them. Give both sides visibility into each other's accounts, skills, and relationship currency. Create a trusted connection where none existed before.

We built DCN as a matchmaking platform. Think of it like Match.com for co-selling. Both sides upload their accounts. Both sides declare their currency. The system finds the overlap, scores the trust, and creates a connection. Names stay anonymous until both parties engage. Then the gates open progressively as trust builds.

That is the first half of the story. Deal Track is the second half.

The Problem Nobody Has Solved

Deal registration has existed in enterprise software partner programs for decades. The concept is simple: a partner registers their involvement in a deal and gets compensated when it closes. Adobe has it. Oracle has it. Microsoft has it. Salesforce has it. ServiceNow has it.

It is also broken everywhere it exists. Not because the concept is wrong, but because the incentives were designed backwards.

Partner managers at companies like Adobe are compensated on deal registrations. Not on deals closed, not on actual contribution. On how many registrations they can show their VP. So what happens? They fish. Partners open deals and close them. They tag themselves to deals they had nothing to do with. Deloitte and IBM register on every account in the system because they have the headcount to do it and the leverage to defend it. A boutique firm like Ensemble spends three months working an account, brings in technical resources, runs the POC, sits through six rounds of procurement, and then five SIs show up in the final week and register for the same deal. Ensemble might walk away with fifteen thousand dollars. The work cost them more than that.

The direct sales team sees all of this and draws the obvious conclusion: partners steal deals. So they lock them out. They stop sharing account information. They stop inviting partners into cycles where they could actually help. And the customer ends up on the other side of all this dysfunction, being asked the same discovery questions by four different people who have never spoken to each other.

Every existing deal registration tool solves the same narrow problem: who got there first. First registration wins. That is it. There is no accountability for what the partner actually did. No record that says: this partner showed up with an SE on Tuesday, ran a technical workshop on Thursday, brought an executive reference on Friday. This partner earned the registration.

Kyle Chau, who spent over a decade at Adobe and now works as a technical adviser inside their partner program, put it plainly when we talked. The current system is a VLOOKUP. Crossbeam, which Adobe actually implemented and paid for, matches account names and that is where it stops. Nobody at Adobe was impressed. Nobody in the AE community even knew it existed.

That is the gap. And that is what Deal Track fills.

What Deal Track Is

Deal Track is a module inside DCN that activates after a match is made.

The best analogy I have found is Domino's. When you order a pizza, you know exactly what is happening at every step. Mary is preparing the dough. John put it in the oven. Chuck boxed it. Frank is two minutes away. You know who did what, when, and in what order. That level of transparency is what makes Domino's different from calling a local pizza place and hoping for the best.

Deal Track does that for co-sell deals.

Once a brand AE and a partner AE make a match inside DCN, Deal Track activates as soon as both parties engage on a specific opportunity. From that point forward, every interaction, every resource committed, every meeting held, every document shared flows into Deal Track with a timestamp. The system builds a living record of who did what and when.

That record is the registration. Not a form you fill out. Not a button you click. The activity itself is the proof.

When the deal closes, nobody can argue about who deserves credit. The data is already there. The timeline is already there. If you did not show up in Deal Track, you do not have a claim. If you showed up every week with resources, context, and capability, your registration is bulletproof.

How It Works: The Mechanics

Step 1: The Match (DCN Core)

Brand AE and partner AE find each other through DCN matchmaking. Accounts overlap. Currency aligns. Trust score passes the threshold. Both sides accept the connection. This is where Match.com ends and Deal Track begins.

Step 2: Deal Track Activates

When both parties engage on a specific named opportunity, Deal Track opens a deal record automatically. This is not a manual registration. It is triggered by engagement: a meeting logged, a document shared, a resource committed. The record captures the opportunity name, the parties involved, the date of first engagement, and the accounts and contacts touched.

Step 3: Activity Feeds the Record

Throughout the deal cycle, activity flows into Deal Track. This is where the discipline comes in. Rules of engagement enforce it: if activity is not flowing in, registration protection weakens. The system shows inactivity the same way Domino's would show if your driver stopped moving.

Activity types the system captures:

- Resources committed: people, time, technical expertise
- Meetings held with timestamps and attendees
- Documents and collateral shared
- Executive introductions made
- Technical work completed: POCs, demos, architecture reviews
- Deal milestones: technical win, legal review, procurement

Step 4: CRM Receives Updates

Deal Track is the master record. The CRM is downstream. As the deal progresses, Deal Track sends a heartbeat to Salesforce or Dynamics: deal stage, forecast category, close date, partner involvement. When the deal closes in the CRM, Deal Track receives that signal and closes the co-sell record. The AE never manually updates two systems.

Step 5: Trust Score Updates

Every deal that runs through Deal Track feeds back into the trust scores of everyone involved. Partners who show up consistently, deliver what they committed to, and help close deals get higher scores. Partners who register and disappear see their scores drop. Over time the system surfaces the real performers and filters out the noise. The more deals that run through DCN, the smarter future matches become.

The Prime / Co-Prime Layer

Adobe, like Oracle and Microsoft before them, does not have one AE per account. They have a prime AE and one or more co-prime AEs, each owning a product line or vertical within the same account. So when Ensemble uploads their accounts and targets, they might match with three different co-primes on the Nike account: one for AEM, one for Creative Cloud, one for Commerce.

That is not a problem. That is actually a feature.

If Ensemble is already working with three of the five co-primes on the Nike account and that is visible in Deal Track, the message to the prime AE is clear: stop splitting your partner relationships. This one firm already owns this account across three product lines. Consolidate. Work with them. The prime AE gets a single neck to choke, the partner gets a holistic relationship, and the customer stops getting three separate partner conversations that lead to the same place.

We build the prime and co-prime hierarchy on the brand side first. The partner side mirrors it naturally. This is a contained build and it unlocks the consolidation signal that makes Deal Track compelling for large enterprises.

Why This Belongs Inside DCN

Deal Track without the DCN match is just another registration form. It is Magentrix with better timestamps. That is not interesting.

DCN without Deal Track is matchmaking that ends when the connection is made. There is no reason to stay in the platform. No stickiness. No ongoing value. Companies like Adobe look at it and say: nice, but why do I need this after the first introduction?

Together they create something nobody can replicate by bolting two existing tools together. The match produces the context that makes tracking meaningful. The tracking produces the data that makes future matches smarter. Each feeds the other. The trust score ties them together.

For Adobe, the stickiness argument is simple: once Deal Track is running on live deals, pulling it out means losing the entire history of who worked on what, who contributed what resources, who earned which registrations. You do not rip that out. You expand it. For Microsoft, Salesforce, and ServiceNow, the data from Adobe's partner ecosystem is the proof of concept. They are not going to build this themselves. They are going to pay for the network that is already working.

The 30,000-Foot View: Partner Ecosystem Analytics

There is a layer above Deal Track that Kyle Chau identified as the most compelling thing we can build for Adobe leadership. Right now, partner leadership cannot answer basic questions: which partners are actively working deals, which ones registered last quarter and have not touched anything since, which partners are showing up on the most strategic accounts, which ones should be on a PIP and which ones should be getting more investment.

Deal Track answers all of those questions automatically because every interaction is timestamped, every resource commitment is logged, and every deal outcome is recorded. Partner leadership can run internal campaigns, identify disengaged reps, manage PIPs, and make investment decisions, all driven by behavioral data rather than registration counts and certification checklists.

The executive buyer for this layer is Kyle Ellis, who owns the entire Adobe partner organization and all strategic accounts. Kyle Ellis asking which partners are actually moving revenue is a fundamentally different question than Sarah Lacey asking which partners are engaging with the partner hub. Deal Track answers both. The analytics layer answers Kyle Ellis.

How We're Different: The GTM Message

Every competitor in this space solves one of two things: account matching or registration workflow. Nobody solves both connected by a trust layer that grows with every deal.

Here is how we say it:

> *"We built Match.com for enterprise co-selling. Once you find your partner, we built the Domino's tracker so everyone knows exactly who did what to close the deal. The match and the accountability live in the same system. One feeds the other. That is something you cannot build by bolting two products together, and nobody else has done it."*

For Adobe specifically:

> *"You are cutting internal resources while your quota keeps growing. Your partner ecosystem has hundreds of SEs already hired and already motivated. You just cannot see them or trust them. DCN shows you who they are, what they bring, and what they have actually done. Deal Track makes sure nobody games the system. You get the resources you need without the headcount you cannot afford."*

For Microsoft, Salesforce, ServiceNow (Year 2+):

> *"Adobe proved the model. Your partners are in their partner ecosystem too. Every one of your shared partners gets multi-brand visibility. They see their Adobe matches and their Microsoft matches on the same account. You pay for the network that is already working."*

Who's Building This

This is not one person's project. It is a team effort across a co-founder group that collectively brings the experience, the relationships, and the technical capability to build and take this to market.

Kevin Kunz — Founder, Product and Go-to-Market

30 years in enterprise software sales including 13 years at Adobe. The ideas in this document are not theoretical. They come directly from living the partner problem at Adobe, at Oracle, at Snowflake, at Elastic, and at Ensemble. Also contributing to code alongside Jon.

Jon Yee — Co-Founder, CTO

Architect of the DCN and SDR Hive platforms. Built Dojo Champ, a full-stack point-of-sale and automation system for karate schools across North America. Jon has helped Google with page scoring algorithms and brings the trust score architecture that makes DCN's matching defensible. Primary build environment is Lovable. Both Kevin and Jon are actively writing code.

Jake Vernon — Co-Founder

Former architect at Snowflake and Elastic. Deep technical foundation. Also co-founder of Canairy, the healthcare AI referral platform. Jake's architecture instincts keep the platform buildable and scalable.

Traci Sachs — Co-Founder, CFO and Investor Outreach

Former Bloomberg CFO background. Traci owns the financial model, investor relationships, and go-to-market strategy execution. She is the business horsepower behind the seed round conversation and the primary point of contact for strategic partnerships.

Andrae Middleton — Co-Founder

Contributing to strategic direction and go-to-market execution. Brings enterprise sales perspective to the product and partnership conversations.

Anne Kunz — Co-Founder, User Engagement

Owns user activity, engagement, and the customer experience layer. Critical for design partner relationships and the feedback loop that shapes product iteration.

David Maloof — Strategic Advisor, Presales Leadership

David built Salesforce's presales organization, running groups of 50 to 160+ VPs, directors, managers, and ICs across Q-Branch, business value services, enterprise architecture, and the Scout Academy early-career program. He then led global SE organizations at Oracle and MRI Software before founding Presales Advisory Group, a fractional presales leadership firm for PE-backed and growth-stage SaaS companies.

He is also Managing Director at SolutionExec, the professional network for Solutions executives, where he runs VP/SVP roundtables, executive summits, and enablement programming for senior Solutions leaders. He co-taught a course on AI-powered solution engineering with James Kaikis, and prior to the acquisition, served as an advisor to PreSales Collective, the dominant presales professional community.

David is the person who can make the partner SE certification program real. More on that below.

The Certification Problem — And How We Solve It

Here is something nobody talks about but everyone in enterprise sales knows: most partner certifications are theater.

Companies require their partners to maintain certain certification levels to stay in good standing. Silver requires X certified employees. Gold requires more. Platinum even more. The problem is how those certifications actually get earned. It is not unlike what happens in medicine or law, where continuing education credits are technically required but practically a rubber stamp. People fly to Las Vegas or Miami for a conference, walk into a session, get their card stamped, and walk back out. The certification is real on paper. The knowledge transfer may or may not have happened.

Kyle Chau made this point directly during our call. He noted that the person holding the certification is often not the person who shows up to work on the deal. The person who got certified is in another city working on something else. The person on the call is a junior resource who borrowed a login. The trust the certification was supposed to create never actually forms.

Deal Track adds a layer that current certification programs cannot: behavioral verification. The partner SE who is vetted in DCN is not just certified on paper. Their actual deal activity is tracked. SE managers on the brand side can review their work history, see how they performed on previous co-sell engagements, and score them accordingly. Over time, the people who consistently perform get a higher trust score. The people who show up once and disappear do not.

The David Maloof Opportunity

There is a natural extension here that creates real stickiness and a partnership opportunity with David's existing business.

PreSales Collective, which David advised before its acquisition, is the largest community of presales professionals in the world. SolutionExec, which David now runs as Managing Director, is the executive network for Solutions leaders. David has the relationships, the credibility, and the content infrastructure to design and deliver a genuine presales certification program.

The concept: a DCN Partner SE Verification Program, co-developed with David's Presales Advisory Group and SolutionExec. Partner SEs who complete the program earn a verified status inside DCN that shows up on their partner currency profile. Adobe SE leadership can look at a partner SE, see their behavioral deal history plus their verified certification, and make a real trust decision. Not a guess based on what tier their company pays Adobe to be in.

This creates a three-way flywheel. DCN needs trust scores that are grounded in verified competency, not just activity. David needs a credentialing vehicle that extends SolutionExec's value proposition to individual contributors, not just executives. Partners need a way to differentiate their SEs in a market where every gold partner claims they have the best people but cannot prove it.

The certification program also creates a revenue stream for David's organization. Partners pay for certification. That pays for the program. Hyvara earns stickiness because certified SEs have an incentive to stay active in DCN to maintain and grow their score.

Build Priorities

The build team is Kevin, Jon, and Jake with input from the full co-founder group. Here is the sequence.

Phase 1: Deal Track Foundation (Q3 2026)

- Deal record creation triggered by post-match engagement, not a manual form
- Activity logging: meetings, resources committed, documents shared
- Timestamp and attribution on every activity entry
- Rules of engagement enforcement: inactivity flags visible to both parties
- Basic deal record dashboard for brand AE and partner AE views

Phase 2: Prime / Co-Prime and Certification Layer (Q3-Q4 2026)

- Prime / co-prime designation on brand AE side, partner side mirrors automatically
- Partner SE profile: certification badge field, deal activity history, trust score display
- Integration touchpoint for David's certification program (verified status feeds DCN trust score)

Phase 3: CRM Integration and Ecosystem Analytics (Q4 2026)

- CRM heartbeat: deal stage updates from Deal Track to Salesforce / Dynamics
- Phase 1 integration: Google Sheets or basic file upload, not direct Dynamics connection
- Partner ecosystem analytics dashboard for brand leadership
- Trust score updates based on deal outcomes and certification status

Open Questions for the Team

These are the decisions not yet made. Full team input needed before we lock anything.

- What triggers Deal Track activation? Both parties engaging on the same named account, or does one party explicitly open a deal record?
- How much inactivity before registration protection weakens? 30 days? 60 days? Does it depend on deal stage?
- Who can see the Deal Track record? Both parties? Brand leadership? Partner leadership? What is the visibility model?
- How do we handle disputes? If two partners claim the same deal, what is the arbitration model?
- What does the David Maloof certification partnership look like structurally? Revenue share? White-label? Co-brand?
- What does the Adobe pilot look like for Deal Track specifically? Run it alongside matchmaking or after matchmaking is proven?

The Bottom Line

DCN started as matchmaking. Deal Track makes it a platform.

The match solves the visibility problem: who should work together and why. Deal Track solves the accountability problem: who actually showed up, what they did, and who deserves the credit.

Together they are the only solution in the market that addresses both sides of the broken partner relationship. The trust problem is cultural. The tools that exist today do not fix culture. They just move the chaos into a database. Deal Track fixes the incentives by making contribution the only path to registration. And the certification layer, built with David's network, makes trust verifiable before the first meeting even happens.

I have spent thirty years watching this problem repeat itself at Adobe, Oracle, Snowflake, Elastic, and everywhere in between. The partner ecosystem is one of the most underutilized assets in enterprise software. The resources are there. The motivation is there. The trust is not.

That is what we are fixing.

— *Kevin*

Founder, Hyvara AI | kevin.kunz@hyvara.ai | 908-217-5923

Appendix: Market Research & Quantitative Impact

The data behind the problem, and the dollar value of solving it.

A. The Partner Ecosystem: What's at Stake

The partner channel is not a secondary sales motion. It is the primary growth engine for enterprise software in 2026. The numbers make this impossible to ignore.

Mature partner programs drive 2x revenue growth and contribute up to 28% of total company revenue, according to Forrester. Salesforce's AppExchange generated $12.4 billion in partner revenue in FY2025, up 20% year over year. The global partner ecosystem platforms market, valued at $5.43 billion in 2024, is projected to reach $10.85 billion by 2033.

Deals involving partners close 25% faster and carry meaningfully lower customer acquisition cost compared to direct deals. Partner-led deals average 40% higher order value. Companies with strong partner ecosystems grow 5x faster than those without. By 2026, 60% of global revenue is projected to come from partner-driven models, and 75% of all global B2B transactions already flow through channel partners.

And yet 70% of channel partnerships fail within the first two years. The problem is not the partners. The problem is the system they are operating inside.

B. Why Partner Programs Fail: The Research

The research is consistent across sources. Partner programs fail for the same reasons, at the same points, in the same sequence.

Direct sales teams view partner revenue as a commission threat. They route around partners on shared accounts or quietly flag partner-introduced deals as their own. The compensation plan was never designed to make partner-sourced revenue a win for the rep.

Deal registration systems measure activity, not contribution. An active program generates certifications, event attendance, and content engagement. A working program generates partner-sourced pipeline. Confusing them is how underperforming programs survive long enough to waste significant time and investment.

Without a system that tracks actual partner contribution, disputes are resolved case by case. That rewards whoever yells loudest, not whoever worked hardest. Partners who do real work eventually stop doing it. The program quietly dies.

The pattern is universal. Oracle saw it. Microsoft saw it. Adobe is living it right now. Kyle Ellis and his team cannot tell you today which partners are genuinely driving revenue and which ones are just showing up on registration reports. That is not a management failure. It is a tools failure.

C. The Dollar Value: What This Problem Costs

For the Brand

Consider what Adobe spends to resource a single enterprise deal cycle: a presales SE at fully-loaded cost of $200K-$300K per year, a subject matter expert at similar cost, a value engineer on top. These people carry quota. Every one of them added to a deal cycle increases the quota burden for the sales leader.

The partner ecosystem solves this at no cost to Adobe. A partner SE does not cost Adobe a dollar. A partner executive introduction does not add to anyone's quota. The Pacific Crest SaaS Survey found that channel sales can have up to 50% lower customer acquisition cost compared to direct field sales. At Adobe's scale, if partner-sourced and partner-influenced deals represent even 15-20% of enterprise pipeline, the revenue at stake runs into hundreds of millions annually.

For the Partner

Kyle described the Unify Foods situation directly. Ensemble spent months working an account, ran the technical discovery, convinced the customer to move to EDS, and sat through multiple rounds of defense against competing SIs. Their registration payout was roughly $15,000. The cost of the work almost certainly exceeded that.

That is not a one-off. That is the partner economics of a first-come-first-served registration system. Partners who do real work get paid the same as partners who show up at the end and click a button. Over time, rational partners stop doing the work and start playing the game. The brand loses the resource value they were counting on.

Deal Track changes the math. When contribution is the registration, the partner who does the work gets paid for the work. Partners invest earlier, stay engaged longer, and bring better resources to deals where they see real attribution.

D. The Analytics Value: Measure What Matters

Partner program leaders like Kyle Ellis today manage their programs largely on lagging indicators: registration counts, certification numbers, event attendance. None of those tell you whether the program is generating revenue.

Deal Track produces leading indicators in real time: which partners are active on live deals now, which partners are contributing resources versus just holding registration claims, which accounts have the most partner coverage and which are exposed, which partners are accelerating deal velocity versus dragging it down, and which partners should get more investment versus managed out.

The quantitative impact of ecosystem-led approaches is well documented. RingCentral upsells 3x more frequently through partner-initiated motions than without partners. Census boosted annual contract values by 34% when it started using partner overlap data to prioritize accounts. Companies fully committed to ecosystem-led growth report 40-60% of total pipeline as ecosystem-influenced. And customers using partner-integrated solutions are 58% less likely to churn than those using the product alone.

That last number is the stickiness argument in a single statistic. The deeper the partner ecosystem runs through the deal cycle, and the more visible that contribution is in Deal Track, the stronger the retention case becomes for every brand on DCN.

E. The Adobe Org: Who We Are Working With

For context on the Adobe go-to-market path, here is the organizational landscape based on our direct conversations:

Kyle Ellis

Owns the entire Adobe partner organization and all strategic accounts. This is the executive buyer for the ecosystem analytics layer. Kyle Ellis asking which partners are actually moving revenue is a board-level question. Deal Track answers it.

Lisa Hudson

Runs the overall partner program. Top of the program structure.

Sarah Lacey

Owns experience and marketing, runs the partner hub and all partner communications. Currently on sabbatical, back mid-July. Kyle Chau's primary contact and our recommended entry point. Sarah trusts Ensemble and is actively trying to reinvent the partner hub experience. She has more behavioral data than she knows what to do with and is looking for tools that make it actionable.

Mark Chapman

Program owner. Owns how programs run including Sales Center and deal registration. This is the right person for the Deal Track integration conversation, though Kyle describes him as difficult to work with. He will argue about funding and scope. Approach through Sarah first.

Alison Webster

New head of the partner program, based in the UK. Took over from Tony Sanders. All Adobe partner leadership is now out of the UK. Kevin travels to Europe frequently and this is an advantage.

Mike Neumann

Senior Director managing a multibillion-dollar quota. Retiring at the end of 2026. Kevin's primary pilot champion. Mike's influence is strongest now and the ask is to get him to champion DCN as his final initiative at Adobe: two regions, approximately twelve AEs, four to five small and mid-size partners, run through year-end. Kyle Chau will also be a bridge here.

Kyle Chau

Retired Adobe technical leader now working under Ensemble's contract as technical adviser to Sarah Lacey's team. Acts as Switzerland between Adobe and Ensemble. Has given us direct and invaluable feedback on the product, the org, and the go-to-market path. Kyle will make the introduction to Sarah when she returns in mid-July.

Scott Ziegler

Area Vice President at Adobe, Content and Experience Delivery at Scale with Agentic AI. Partner GTM Lead for the $1B+ Content Supply Chain business unit. Warm contact via Kevin. Outreach has been made.

F. The Competitive Landscape

Crossbeam raised a $47M Series C. They match accounts between companies at the company level. Kyle Chau called it a VLOOKUP. Nobody at Adobe even knew it was implemented.

WorkSpan handles co-sell workflows for cloud marketplace deals. It is designed for hyperscaler partner motions, not the kind of brand-to-implementation-partner relationship that drives Adobe's enterprise revenue.

Magentrix, ZINFI, Channeltivity: all partner relationship management platforms that automate the registration form, approval workflow, and commission tracking. None track contribution. None produce a trust score. None tell you who actually earned the deal.

The gap is not a feature gap. It is an architectural gap. Every existing tool was built on the assumption that registration equals contribution. DCN and Deal Track were built on the understanding that registration should be earned.

A Final Note on Data as a Moat

Every deal that runs through Deal Track makes the platform smarter. Every trust score updated based on a deal outcome improves future matchmaking. Every partner SE who earns a certification and builds a behavioral history adds signal to the ecosystem that every brand running on DCN can eventually act on.

This is the data flywheel. More deals in, better matches out. Better matches in, more deals running through the system. The network effect compounds. The data moat deepens. And nobody can replicate it by writing a check, because the value is not in the software. It is in the behavioral history of thousands of co-sell relationships.

That is what we are building.

Sources referenced in this appendix: Forrester Research, Crossbeam State of the Partner Ecosystem 2025, GTMnow Partner Pipeline Analysis, ProfitWell SaaS Retention Study, Pacific Crest SaaS Survey, PartnerStack Research Lab, Business Research Insights Partner Ecosystem Market Report 2025.