



## Overview

Universal Robots (UR), headquartered in Odense, Denmark, has been a pioneer in collaborative robotics since its founding in 2005. It was faced with a critical moment in its business lifecycle: its partner ecosystem needed to evolve to support rapid global expansion. UR's leadership sought to strengthen the program's value proposition, standardize processes, and create scalable frameworks.

Motum was engaged to provide strategy, research, and executional leadership, delivering a comprehensive transformation from initial benchmarking and partner insights to program design and rollout.



Global Leader in  
Collaborative Robotics

## Partner Program Transformation Drives Growth

"Motum became an extension of our leadership team at a critical juncture. They combined competitive insight with a thorough Voice of Partner study, ensuring that our partners' perspectives helped shape the new program from the outset. From the Partner Advisory Council to our Americas rollout, Motum guided us through every milestone with precision and transparency. Their approach has positioned our partner program for long-term success."

— Andreas Grauvogl, Director Global  
Distribution, Universal Robots

# Customer Challenge

UR had built a robust network of channel partners, but its existing program was struggling to keep pace with ambitious growth targets and rising competitive pressures.

## Key Challenges:

Competitive Pressure: Rival programs offered richer incentives and clearer benefits, making differentiation more difficult.

- Regional Inconsistency: Program frameworks and communications varied across markets, causing confusion and slowing adoption.
- Leadership Bandwidth: In the absence of dedicated program leadership, a major transformation faced the risk of schedule slippage and diminished partner confidence.

UR needed a partner to deliver cohesive strategy, competitive benchmarking, and hands-on execution without adding strain to its leadership team.

# Solution

Motum led UR through a phased transformation approach that combined strategy, partner insight, and embedded execution support.

## 1. Assess & Benchmark

- Conducted a global baseline evaluation of UR's program, tools, and processes.
- Identified competitive gaps in incentives, recruitment, and partner engagement.
- Delivered actionable recommendations to UR leadership.

## 2. Listen & Design

- Executed a global Voice of Partner study through surveys and interviews.
- Built a Partner Value Matrix aligning UR's business objectives with partner needs.
- Designed a consolidated global framework, reviewed rebate and incentive models, and defined a standardized partner lifecycle process.

## 3. Embed Leadership

- Provided a Motum transformation leader within UR's commercial leadership team.
- Co-led planning and execution for three major milestones:
  - o Dec 2024: Partner Advisory Council feedback session
  - o Jan 2025: Channel program announcement
  - o Apr 2025: Deal Registration launch & Full Americas lifecycle rollout

## 4. Execute & Enable

- Developed joint business planning tools and SOPs for top partners.
- Coordinated marketing communications and created a comprehensive Partner Program Guide.
- Designed collateral to support partner onboarding and enablement.

# Results

The partnership between UR and Motum delivered a best-in-class, globally scalable partner program that drives growth and strengthens partner engagement.

## Key Outcomes:

- Clear Partner Value Proposition: Directly informed by the Voice of Partner study.
- Standardized Program Framework: Consistent lifecycle process and communication tools.
- Competitive Advantage: Redesigned incentives and deal registration tools to boost partner satisfaction and loyalty.
- Flawless Execution: On-time delivery of every milestone, aligning global and regional teams. UR's leadership now has the confidence, structure, and momentum to scale its channel program.