

Partnering and Alliance Consulting : Client Success Story 1



Identification of vertical specific ISVs for resale and influence relationships

Leading network equipment vendor

Customer Challenge

- In an effort to increase its reach into specific vertical segments, a leading hardware and software vendor sought to identify local ISVs in a number of countries to target for resale relationships and technology alliances. The key objective of this exercise was to identify influential ISVs at the vertical and micro-vertical level that were influential in determining end-user choice of hardware and related software components within the solution stack.

IDC's Solution

- Based on existing partner and country ecosystem knowledge, IDC designed a research program consisting of in-depth interviews with local ISVs operating in 4 key vertical sectors. IDC first set out to interview and gather information on an initial list of ISVs identified by IDC's software research team and to understand their vertical specific capabilities, mode of customer engagement and existing vendor relationships. IDC then selected major sectorial competitors of these initial ISVs interviewed to identify other players that were below the radar. IDC then identified these other significant players and profiled them accordingly. In addition, IDC identified the players that were appropriate for either development, resale or influence relationships.
- IDC used in-depth interviews with ISVs conducted by in-country analysts. IDC leveraged the ecosystem knowledge of in-country software analyst along with analysts from IDC's vertical insights programs.

Results

- Our client was able to use the resulting findings and analysis to further their penetration and coverage of their target vertical segments through different modes of partnering.

Partnering and Alliance Consulting: Client Success Story 2



Demonstrating to the Channel the Profitability of Mid-market Solutions

Leading solutions vendor

Customer Challenge

- A major solutions vendor sought an engaging approach to demonstrate the value of selling its low-margin products to its worldwide channel. They asked IDC to create research-based documents that would quantify the opportunity; identify the successful business practices of current partners; and provide actual business models for success. The approach had to be both global and localized for specific geographical markets.

IDC's Solution

- IDC employed existing research to illustrate the opportunity in terms of attributes such as overall market size, penetration of the mid-market, and critical success factors for any player in the market.
- Using IDC's research on mid-market and solutions areas, IDC designed a research program consisting of in-depth interviews with partners who had successfully created a profitable business around the sale of related services and follow-on products to the vendor's entry-level products.
- In our interviews, we probed for best practices adopted by these partners; documented examples of specific deals; and asked how the vendor could best support them moving forward. IDC then created a framework in which to view the sales cycle; a table of recommended business practices; and charts illustrating the profitability associated with specific deals.
- IDC presented the research findings to the client in a series of white paper and illustrative case studies, creating marketing collateral for the client to use with its partners.

Results

- Our client was able to use the resulting collateral to recruit new partners for their core products, as well as motivate existing partners. In the first year of use, the client reported that it has plans to share the report findings in at least 100 partner recruitment meetings and to feature the project at partner-to-partner events.

Partnering and Alliance Consulting : Client Success Story 3



Assessing the Channel from a Competitive and Partner Standpoint

Leading network equipment vendor

Customer Challenge

- In an effort to increase revenue through the channel, a leading network equipment vendor sought a thorough ecosystem analysis for a newer line of product and expertise. They asked IDC to conduct a competitive profile of its competitors in the ecosystem, speaking to vendors and partners in the channel. The partner research required an assessment of partner perspectives on the client's position in the market and how it engages the channel. The final output was to identify a unique value proposition that could aid in the goal of increasing revenue through the channel.

IDC's Solution

- Based on existing channel and technology research expertise, IDC designed a research program consisting of in-depth interviews with competing vendors and channel partners. Vendors were first interviewed to benchmark their engagements with the ecosystem. 75 partners were interviewed and screened for types and levels of engagement in the channel. Then 20 second-tier partners, who were screened for a "pure play" focus in the technology, were chosen for in-depth interviews to gain greater detail on their business models, how that impacts their engagement with the vendors, their opinions of the various vendors in the market, and finally a specific review of the client's presence in the market and their opinion of its current channel programs.

Results

- Our client was able to use the resulting findings and analysis to develop plans and programs to meet the business objective of increasing revenue and share of wallet with second-tier, "pure-play" channel partners.

Competitive Analysis & Differentiation: Client Success Story 2



Understand competitive landscape & channel activities for SMB segment

Leading IT vendor in Asia/Pacific

Customer Challenge

- As part of its overall market development activities and strategy development, the client needed to understand the competitive landscape in the application market specifically for the SMB segment in 9 selected countries within the Asia/Pacific region. Specifically, it needed to understand the key success factors of its two main competitors in order to develop its marketing strategies and product positioning.

IDC's Solution

- IDC provided a mixture of primary and desk research that fully utilizes the extensive IDC in-country analyst network within the region.
- Through interviews with the competitors' business partners (ISV, SI and other channel communities), IDC developed extensive profiling of each competitor at the APAC and country levels which included organizational information, identification of key partners and partner program elements, market activities such as product positioning, key target segments, revenue information, and investments & strategies for current & future target markets.
- IDC's primary research for each competing vendor in each country included 2-3 analyst-conducted vendor personnel interviews on Product Management and Channel/Partner Management, as well as 3-4 analyst-conducted key partner interviews.

Results

- Our client was able to acquire a better understanding of the success factors of their 2 main competitors within the SMB market in key Asia/Pacific countries; key competitive information for management resource allocation and sales education, and insight into where the client's own solutions/messaging could be expanded and improved.