

Assessing Channel Competitors & Partners for a Leading Network Equipment Vendor

An IDC Consulting Client Success Story from the Channel and Alliance Partnering Practice Area

Client 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 and in the market and how it engages the channel. The final output was to help identify a unique value proposition that could aid in the goal of increasing revenue through the channel.

IDC Consulting Proposal – 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.

Methodology – IDC used in-depth interviews with vendor channel managers to gain better insights to their approach to the ecosystem. Similarly, IDC used screening interviews and then in-depth interviews that targeted with key decision makers with responsibility for management vendor relationships among "pure play" partners.

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.

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