

Demonstrating Profitability to the Channel for a Leading Technology Solutions Provider

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

Client Challenge – A major solutions vendor sought an engaging approach to demonstrating 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 Consulting Proposal – Based on existing midmarket and solutions area research, IDC designed a research program consisting of in-depth partner 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 documented the research findings in a series of white papers and illustrative case studies.

Methodology – IDC employed existing research to illustrate the opportunity in terms of such attributes as overall market size, penetration of the midmarket, and critical success factors for any player in the market. Based on the partner interviews, 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, and from those findings created 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 reports 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.

IDC Consulting leverages the **trusted** research and analysis of IDC – the premier global provider of market intelligence, advisory services, and events for the information technology industry – to deliver fact-based, actionable advice on all phases of market strategy. With a worldwide perspective, product and service market depth and breadth, and proven **methodologies**, we offer unmatched **expertise** and a superior knowledge of today's marketplace challenges. Our technology and industry analysts join our experienced consultants on a project team with a **commitment** to delivering proprietary conclusions and recommendations that will make you more successful.

To learn more about IDC Consulting, visit us online at **www.idc.com/consulting**, call **1-508-872-8200**, or e-mail **idcconsulting@idc.com**.