



trend *profile*

Channel Development

Global IT Systems Vendor

Objectives

To better understand and then address the competitive threat from two competitors who had both recently launched new service offerings for channel partners.

Our EMEA client needed a much better understanding of what the new service offerings included and what the elements of the program comprised.

Our client was not only concerned about the competitive threat to its existing channel services business, but also needed to know what to do to counter this threat moving forward.

What we did

Of paramount importance was to find out from the partner community details of each of the competitor's offerings and what they perceived to be the strengths and weaknesses of each.





We held discussions with nominated Premier Partners across several EMEA regions – UK, France, Northern Europe, Italy, Eastern Europe and South Africa

We gathered intelligence on how far down the line each competitor was with implementing its services strategy with partners, the structure of the offerings, accreditation level requirements, the training and support program, sales rebate models, marketing support programs, and channel partner perceptions of these competitive offerings versus our client's service offerings

The results

As well as providing the insights, we also made practical recommendations on what needed to be done to counter the competitive threats and safeguard existing business through these partners moving forward.

In the dialogue with partners, they also saw it as an opportunity to highlight primary concerns they wanted our client to address, which we also fed back, so that actions could be taken to address these concerns.

As a result of our recommendations, our client implemented changes to its program which were outlined at the partner conference; changes that were overwhelmingly supported by partners.

Moving forward, the premier partners within the program have made additional investments with a view to growing our client's service offerings

