

Competitive insight drives program architecture and strategy

Touch delivered actionable insights that guided architecture decisions and formed the foundation for our competitive partner strategy

Background

An ISV was evaluating its existing go-to-market approach compared to several competitors. The client, as well as each of the major competitors, had recently launched major revisions to their partner program. The client wanted to assess the new competitive landscape across key product lines to determine which changes were material to partners and how competitive positioning was affected.

Business Objective

- Understand the competitive positioning of the client ISV's go-to-market approach
- Determine which improvements to the client's approach were most likely to generate the best return on investment

Capabilities Required From Touch

- Identify differentiating features of competitors' go-to-market programs
- Distill a large volume of research into compelling competitor summaries
- Produce quantitative analyses of competitors' partner ecosystems
- Benchmark and compare new partner programs from the client and from key competitors
- Identify strengths and weaknesses of each company's approach
- Make meaningful recommendations on how to improve the client's competitive positioning

Benefits Realized

- Delivered reports of competitors' programs highlighting key aspects of each
- Developed evidence-based strategies for improvement
- Provided specific recommendations for improving competitive positioning
- Created repositories of research materials for use and reference in future competitive analysis projects

Touch helps Fortune 500 leaders solve business problems. We make you better.

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JUNIPER
NETWORKS



BOEING

Novell. Flow



NOKIA

Blyk

Russell
Investments

Quick Success Fact

Insight into competitors' channel programs is an important component of effective channel management.

Touch
4016 148th Avenue NE,
Building N
Redmond, WA 98052
info@touchworldwide.com

+1 888 732 6777 Toll free
+1 425 885 0684 Office
+1 425 885 068X Fax

touchworldwide.com

About Touch

Touch helps Fortune 500 leaders solve business problems.

We help global enterprises implement new practices and advance game-changing ideas. Our strategy capabilities encompass four key disciplines: corporate planning, competitive assessments, channel management and business intelligence.

We make you better.