

Software leader improves ability to target competitive partners

Touch combined proprietary information available from the client, with publicly available information on competitor's programs to create a 1:1 mapping of partner participation across competitive partner programs. This information helped account management teams to better understand the partners with whom they were working.

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

Microsoft

JUNIPER
NETWORKS



BOEING

Novell. Flow



Blyk

Russell Investments

Background

While the client had a well established and successful channel management program, almost all of their channel partners also sell and support competing products. Touch was engaged to help identify and qualify partners who required additional attention to motivate them to devote priority sales and service attention to the client's IT solutions. To do this a large and global partner ecosystem required sophisticated business intelligence methodologies and precise targeting.

Business Objective

- Advance the client partner program to premier status with a higher percentage of channel partners
- Increase revenue from existing products and through existing channels
- Better understand competitive positioning of the client's channel partner program
- Enhance field effectiveness in targeting partners

Capabilities Required From Touch

- Detailed understanding of partner ecosystems and channel management
- Ability to field qualitative and quantitative research competitive suppliers selling through the same channel partners
- Methodology for assessing partner business propositions
- Expertise at turning insight into actionable partner programs, policies and procedures.

Benefits Realized

- Insight into which targeted partners participated in competing partner program and what program level they had earned within those programs
- Execution capability around partner-level information that reflected individual program participation for each studied competitor

Quick Success Fact

Business intelligence and data mining combined with market research helps provide market understanding that drives informed decision making.

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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.