IDC CONSULTING
CASE STUDY

Channel Strategy for Global Hardware Vendor

Business Challenge

In order to improve its position in the channel ecosystem in Turkey, a global hardware vendor sought strategic advice in terms of channel management, channel communication, product management, and competitive strategy.

The Solution

IDC interviewed key channel companies active in the vendor's addressable markets in Turkey. Based on the channel intelligence ascertained, IDC assessed the vendor's brand, identified key strengths to be leveraged and weaknesses to be addressed, and evaluated competitor threats.

Based on the undertaken channel and competitor analysis, IDC formulated a set of strategic and tactical recommendations for each product group and channel type.

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