IDC CONSULTING
CASE STUDY

Channel Optimization for Global Storage Vendor

Business Challenge

A global storage vendor was planning to expand its channel network and optimize its channel partner portfolio for the SMB segment in large Middle East and Africa (MEA) countries.

IDC was approached with a request to gather necessary channel intelligence and develop a framework for assessing channel network performance.

The Solution

IDC leveraged existing knowledge and databases and identified top channel companies selling storage products into the SMB market segment.

IDC then developed a channel performance assessment framework based on a set of channel performance criteria defined by the client.

IDC gathered detailed information about the shortlisted channel companies and assessed their competitive position in the channel ecosystem. IDC categorized the channel companies into different categories – protect, innovate, invest, watch – depending on their strategic importance. Based on the channel performance assessment exercise, IDC provided a set of recommendations on the optimal expansion and optimization of the channel portfolio.

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Analyze the Future

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