Aximpro®

Identifying Partner Opportunities Through Business Intelligence

CASE STUDY

A global technology company experienced difficulties with the sales growth of its stocked entry-level servers through distribution. The company approached Aximpro to analyze and identify new and existing partners within the German region, in order to gain a competitive edge and meet business goals. This case study zooms in on the challenges the company experienced, as well as the successful approaches Aximpro applied with the use of its ChannelShaper® business intelligence software.

THE CHALLENGE

The global technology company found that distributors within the entry-level server segment were successfully working with its competitors. The company, therefore, had a need to increase sales of its stocked entry-level servers through distribution.

The following issues needed to be addressed:

- Small partners and distributors did not know that the company provides good solutions and configuration within this segment. Therefore, awareness of its stocked entry-level servers needed improvement at the distribution level, as well as with resellers.
- The company was not as well-established as its competitors with its entry-level server product range and needed better positioning at the distribution level.
- The company was lacking the knowledge to identify the right partners to grow this segment.
- The company wanted to get closer to relevant resellers to optimize the server configurations to their needs.

THE SOLUTION

Aximpro offered two approaches. With its ChannelShaper business intelligence software, Aximpro firstly profiled existing partners that have partnerships with big vendors and competitors and therefore already conduct business via distribution. Secondly, Aximpro identified new partners that have partnerships with competitors within the entry-level server segment.

For the first approach, the company provided Aximpro with a partner list to profile the existing partner base. For the second approach, Aximpro searched its ChannelShaper database for new relevant partners. Aximpro checked the relation to vendors that are considered to be competitors, the competitive products within the entry-level server segment, the keyword database, as well as the German region as focus area.

THE RESULTS

From the two approaches offered by Aximpro, the company could get a clear understanding of its partner landscape and how the partners are linked to competitors, based on partnerships and partner levels. Furthermore, by identifying new suitable partners, the company now has the potential to meet business goals through new opportunities.

Aximpro also provided the company with a list of 500 company profiles in which 225 existing partners and 275 potential new partners (including their contact details) are sorted based on the defined rankings. Within this list, partners are ranked based on the number of partnerships, quality (in terms of high or low partner levels), competitor products and general keywords linked to the server area.

Utilize the Growth Potential of Partners with BI

Want to gain insights into your market and discover the growth potential that existing and new partners hold? With Aximpro's ChannelShaper business intelligence software, you will receive expert market insights and input.

Get more information directly from one of our consultants.

Contact a Consultant

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