

## Case Study: Partner Strategy Consulting

<b>Client Description</b>	The client is a multi-billion dollar publicly traded company. It develops and markets software.
<b>Client's Requirement &amp; Objectives</b>	<p>The client wanted to have a worldwide strategic partner segmentation and management that was consistent in all geographies. For this it needed</p> <ul style="list-style-type: none"><li>▪ To understand its partner ecosystem for different areas of its product offerings</li><li>▪ To identify the partners, non-partners and non-performing partners so as to prioritize them and dedicate resources accordingly</li></ul>
<b>infoAnalytica's Role</b>	<p>infoAnalytica played a key role in the following areas:</p> <ul style="list-style-type: none"><li>▪ Thorough market scan to identify existing partners, level of partnership, etc.</li><li>▪ In-depth analysis and development of tools to prioritize partners across the world</li><li>▪ Identify non- partners</li><li>▪ Devise a methodology to categorize prospective partners</li></ul>
<b>Value Proposition</b>	<ul style="list-style-type: none"><li>▪ Helped the client to identify performing partners and non-performing partners</li><li>▪ Received a base for taking future strategic decisions and analyzing what resources need to deployed against top partners</li><li>▪ Targeting prospective partners for business expansion</li></ul>