

Case Study: Partner Strategy Consulting

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