

Case Study

INDUSTRY > High Tech FUNCTIONAL AREA > Channel Development

The Arnold Group is a management consulting firm that helps leading organizations excel. Our consultants are exceptional, senior-level professionals with a passion for achievement and a proven track record in helping business leaders achieve success in the world's largest organizations. With a depth of industry-specific knowledge and expertise, Arnold Group consultants partner with our clients to fully understand their challenges and deliver actionable results that drive true organizational impact. When you work with the Arnold Group, you are partnering with a team of experts who are committed to your success.

Global Software Leader Launches New Enterprise Solutions with Innovative Channel Strategy

Summary

With a solid position as a leading provider of consumer software, the client needed a strategy for successfully launching a new set of solutions to the enterprise market. The Arnold Group consultants developed a channel strategy that successfully delivered the new software to enterprise customers as part of their existing desktop platform.

Customer Profile

A Leading Global Software Company

Challenge

As an established leader in the computer software industry, the client was challenged with launching a suite of system management software products to the enterprise market. The company sought the Arnold Group's help with developing an actionable strategy that would successfully establish the new enterprise-class solutions with large organizations.

Solution

The Arnold Group consultants performed an analysis of the enterprise market for the products and identified a significant trend toward desktop outsourcing. They determined that the best strategy for entry into this market was by working with desktop outsourcing partners to incorporate the solutions as a standard part of the desktop platform. This strategy not only would introduce the new products to enterprise customers, but it would also demonstrate its core value as a solution that was being used by the partners themselves to manage large volumes of enterprise infrastructure.

To put this strategy into action, the Arnold Group developed a channel development plan, identifying the top IT outsourcing organizations to target for partnerships, determining the level of investment required, and developing a value proposition that would mutually benefit both the client and the IT outsourcer partners. To help move the project through to implementation, the Arnold Group consultants initiated the discussions with the targeted partners and handed them off to the client once they were under way.

Results

As a result, the Arnold Group was able to create a clear path toward achieving the client's objectives and then initiate the implementation. The client developed successful partnerships with the six targeted IT outsourcers. Using the channel development plan, the client and partners were able to successfully put this strategy and plan into action to deliver the new products to enterprise desktops, generating broadened awareness—and better yet, putting the products in the hands of enterprise customers.

