

Dealer – Distributor relationship with IT & Telecom Major

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Study Objective

The study was aimed at understanding the relationship of IT & Telecom companies with dealers and distributors. The study helped in identifying the channel trends in Asian geographies.

The client was a major IT firm who wished to gain insights in the Asia Pacific region regarding distribution channels relation with vendors.

The study explored various aspects of channel distribution such as distributor preferences, revenue model, partner programs and various products and services offered.

This study was commissioned to iResearch Services on behalf of the client, wherein iRS initiated with survey programming, fieldwork and reporting of the final insights within six weeks.

about the IT & Telecom companies offered the most preferred partner programs. These discussion guide were shared by our clients. The interviewers were conducting these surveys went through a days training to understand the different offered programmes. This ensured the discussions were fruitful, giving deeper knowledge on expectations from dealers and distributors.

The data collected in both 'open end' & 'close end' questions were coded in a excel sheet and sent to the client as a deliverable to this project. iResearch Services was responsible for data cleaning and delivering data relevant to the objectives of this study.

Stringent quality checks and live bargaining ensured that discussion with the dealers and distributors were made with high quality standards and adhering to guidelines set by client.

Methodology used & iRS Universe

The study required an in depth telephonic conversations with the respondents regarding their relationship with dealers and distributors. The duration of these conversations lasted 90 minutes to 120 minutes.

We explored the effects of partner programs and marketing programs offered by IT & Telecom major. The benefits derived by the partners from marketing programs were discussed and rated on their performance and efficiency. The study gave insights

- CEO
- MD
- Owner
- Operations Head
- Vendor Relationship Manager
- Sales & Marketing Manager

Takeaways

The study aimed at identifying the primary dealers and distributors of Telecom & IT major in terms of their size and turnover.

These distributors and dealers were further qualified based on their products and services offered and the revenue contribution to the Telecom & IT major.

Thoughts on membership fees, mandatory number of certifications needed in order to become dealer or distributor of these IT & Telecom major were discussed in detail.

Sales of Products and IT Services by dealers and distributors together contributed towards revenue generation of IT & Telecom major.

This study also identified the main source of profitability from the available offerings, in addition to identification of most popularly sold IT & Telecom services& products.

Feedback on benefits of training programs, preferred communication modes provided by IT & Telecom major were shared by distributors and dealers.

Quota



n = 50

6 Weeks

**Geographies – India, Malaysia,
Indonesia and Thailand**

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