

Channel Partner Study in India

iResearch Services | June 2010

Study Objective

The study was conducted with an objective to understand the business model and operational functioning of channel partners. The study focused on the channel partners engaged in sales of telecom hardware, IT Software and Services.

The study targeted organizations involved in various channels of distribution such as Value Added Resellers (VAR's), System Integrators (SI's), Network Integrators (NI's), Independent Software Vendors (ISV's), Internet Service Providers (ISP's), Telephony Integrators and IT Consultants. This enabled us a birds eye view as well as indepth insights on the way in which different sorts of channel partners function in India.

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 two weeks.

Methodology used & iRS Value Addition

iResearch Services carried out the complete survey taking responsibility of the entire data collection activity. We identified the target respondents which matched the criteria of the client. A pool of panel members who fit the client's criteria helped us to derive valuable information regarding the study.

iResearch Services was responsible for the programming of the survey links and management of the web based study. Project training at the beginning of the study and

regular Quality Assurance measures ensured that the data delivered attended high quality standards. The client was given a real time reporting and data was delivered through SPSS.

Universe

The study required respondents who would be involved in decision making regarding the products and services offered and in determining the business model and dealings with the vendors and suppliers. The respondent also should have been involved in customer relationship, supplier relationship, vendor selection and other strategic decisions. Therefore, we targeted professionals working as following designations.

- Designation Universe
 - President/ CEO
 - Proprietor/ Partner
 - VP/ Associate VP/ Other Senior Management
 - Department/ Vertical Head
 - Sales Manager/ Director, Marketing Manager

Takeaways

The study focused upon measuring the penetration of various industries on diverse verticals sectors such as accounting, agriculture, mining, construction, education, entertainment, government, finance and insurance, real estate, healthcare, legal, manufacturing, services sector, retail, transportation etc. The reasons why the channel partners found these verticals attractive and which verticals give them the greatest revenues and growth were also studied.

Challenges faced by the channel partners and the actions taken by the vendor companies to overcome these challenges were studied.

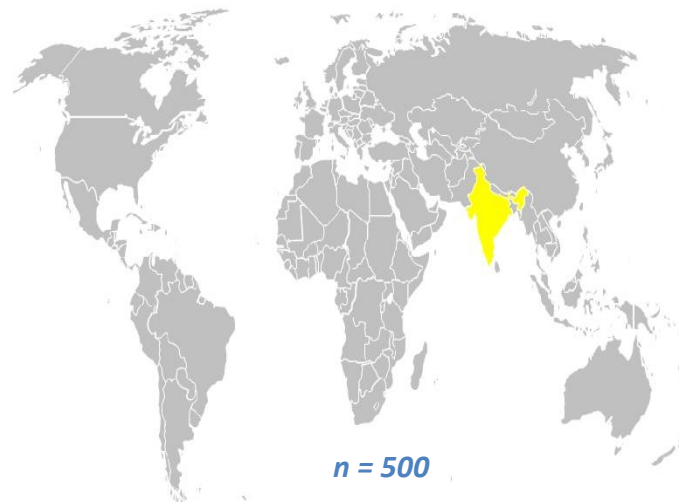
The study gave an idea about the percentage revenue split and the gross margins derived from products offered. The percentage of this revenue was found to be reinvested into marketing and advertising effort.

We also studied the modes of advertising used for retaining the existing customer and attraction new ones. Insights on market structure of branded versus local made products were very interesting for our

Client. The scope of the study included cutting edge technologies such as Software as a Service (SaaS) and Remote Managed services. SaaS being one of the most popular upcoming technologies contributed to a significant percentage of revenue for majority of the channel partners.

We also studied the most popular SaaS vendors and the most popular applications for which SaaS is implemented.

Quota



n = 500

4 Weeks

Geography – India

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