IDC CONSULTING
CASE STUDY

Channel Development for Global Hardware and Consumer Electronics Vendor

Business Challenge

A global hardware and consumer electronics vendor was developing a channel network across Central and Eastern Europe (CEE) for its niche HW product.

The vendor approached IDC with a request to identify the right channel partners and assist in the subsequent partnership negotiations.

The Solution

Based on mutually agreed recruitment criteria, as well as IDC's existing database of channel companies, IDC identified a wider list of potential partners in four CEE countries.

IDC then interviewed each potential partner, discussed the attractiveness of the value proposition, and tested interest in partnering with the vendor.

For each company interested in partnering with the vendor, IDC leveraged the existing database of ICT stakeholder contacts, and identified the right person to be approached. IDC then facilitated the first meeting between the vendor and the potential partner.

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