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CASE STUDY: BUILDING STRONGER CHANNEL RELATIONSHIPS TO SPUR GROWTH

While some channel partner research is conducted to better understand an organization's own channel partners, some of our research focuses on channel strategies from other industries. In this case study, we share how our client sought to expand its best practices by exploring an adjacent industry's channel strategy.

Our client, a global data reseller, was well aware of the success achieved by a data reseller from another content category. Having reviewed publicly available information, and discussed observations with some market participants, they sought to obtain a more clear understanding of the target provider's channel partner strategy.

Their questions, among others, included:

- To what extent is co-branding made available to channel partners?
- Are there limitations, such as sales volume produced, types of marketing allowed, etc.
- What unique value propositions resonated with their channel partners?
- To what degree is product education valued by the channel partner?
- How is product education delivered by the provider?
- What aspects of the partnership drove the highest degree of loyalty?

Valeo as a Strategic Partner

The Valeo team identified contacts from both within the provider, as well as, across their channel partners. Based on interviews with our client's internal executives, we developed a clear understanding of how the answers to each question would be used to drive greater results for the client. Because the provider was a global data reseller, we conducted primary interviews with identified contacts using our network of in-country, local language research analysts.

As a result of the research, Valeo identified a variety of factors that clearly supported the provider's delivery of outstanding market performance. Several of these approaches could be adapted to further enhance our client's own channel partner strategy.

When conducting research to identify best practices, there can be opportunities to research well-known providers in adjacent or completely different industries. This type of research can, and often does yield new and innovative ideas not yet employed by your own industry.



If your ability to create successful business strategies can be strengthened through the use of customized primary intelligence not found in the public domain, Valeo may be able to support your efforts.

We offer global, in-country, local language primary research services that are customized to your needs.

Our analysis of findings and recommendations are fueled by decades of industry experience.

We have deep expertise in industries such as:

- **Chemicals**
- **Consumer Products**
- **Education**
- **Healthcare & Life Sciences**
- **Industrial Distribution**
- **Information Technology**
- **Insurance & Financial Services**
- **Manufacturing**
- **Telecommunications**

Strategic Intelligence from Valeo Strategy Group, is a powerful tool to ensure your investments yield the strongest ROI. Reach out to us to learn more at: info@valeo-strategy.com / 803.417.1110.