IDC Partnering Practice
IDC uses cases can be applied across the end-to-end business lifecycle

**Plan**

Where is our opportunity?

- Guide Investment
- Shape Portfolio
- Focus Industry Strategy
- Assess Partner Ecosystem

Custom Analytics, Buyer Behavior

**Market**

What will Influence the market?

- Tailor messages to audience
- Create marketing assets
- Prioritize offerings by vertical
- Position partner outreach and content

Thought Leadership, Business Value, Licensed & Customized Content

**Sell**

How do we activate sales?

- Build account roadmaps
- Engage in outcome-based conversations
- Educate sellers/partners
- Identify, evaluate and recruit partners

Partnering, Sales Enablement
IDC Partnering Practice Portfolio

IDC’s Partnering Practice provides actionable partner intelligence and tools to help companies design, develop, and manage successful partnering programs.
Partner Enablement
Partner Ecosystem Footprint

Partner Enablement Example

The total partner ecosystem will experience 11% growth over the next four years

- Cisco’s Worldwide Partner Ecosystem 4-Year CAGR: 11%

Cisco’s ecosystem drives value for partners across foundational and accelerated offers

- Partners focused on delivering "accelerated" value through high value services and solution development will generate five times revenue relative to Cisco products, solutions, and services by 2017.

Cisco’s 4-Year CAGR: 18%
Foundation 4-Year CAGR: 9%

- 4-year projected partner ecosystem revenue related to Cisco products, solutions, and services.
Partner Success Guides

Starting the Partner’s Journey
The clarity of structure, and the consistency of messaging around the partner journey, and the “getting started” guide are a refreshing change to partner programs that are often difficult to navigate and consume. Cisco is making the steps clear and simple, which allows your solution partners to focus on the most valuable activities to start their digital journey with Cisco to build and test their solutions, setting up their partner profiles, and then using the Cisco go-to-market assets to market & sell their digital solutions. There are multiple resources to keep you informed including embedded online help with keyword search. Videos On Demand library, Power Hour Webinar Series for Orientations, and automated program update notifications.

“We are able to make better products together with Cisco than we do alone.”
—Thomas Jette, CEO, MazeMap

Partner Managed Cloud
65% OF FIRMS’ IT ASSETS
BY 2019

50% OF IT SPENDING
REACHING 65% OF ALL IT INFRASTRUCTURE

Customer value proposition:
✓ On-demand
✓ Cloud-based
✓ Customizable
✓ On-premise

Partner value proposition:
✓ Operations
✓ Implementation
✓ Support
✓ Composable solutions

© IDC
Business Transformation eBooks

Part 1: The Booming Cloud Opportunity
An IDC eBook, Sponsored by Microsoft
Digital Transformation Series 2018
Partner Marketing Content Programs

- **eBooks**: Rolling Release
  - **March**
  - **April**
  - **May**
  - **June**
  - **July**

- **Infographic**
- **Video**
- **Blog**
- **Tweet**

- **Website Gated to Download**
- **Twitter**
- **Linkedin**
- **Blog site**
Partner Marketing Content Programs

- eBook
- Infographic
- Blog
- Presentation / Panel
Strengthen Your Content Engagement Success

*IDC’s Performance Marketing Insights (PMI)*

We have a mutual interest in successful campaign outcomes... yet quality content from IDC does not self promote...

**Digital Audience Visibility**

1. Microsoft & IDC **Develop** a “Performance Marketing Success Framework”
   - Plan to measure IDC content success

2. Campaign Review Insights & Recommendations on Campaign **Plan**:
   - Paid, Earned & Owned Strategies, Target Audience, Traffic Generation, Other Communications

3. Microsoft **Executes** on its Campaign Plans

4. Maximum Content **Value** – Optional IDC Tracking & PMI Report

**Content Deployment Success**
Partner Program Validation

Channel Framework

- Financial Resources
- Technical Resources
- Sales Resources
- Marketing Resources
- Partner Development/Relationship
- Technology/Solutions
- Messaging/Demand
- Infrastructure/Process
- Competency

IDC Recommendations

- Consider providing compensation/quotas to sales for the sale of XYZ services. Industry precedent has already been set.
- Help partners with developing compensation models based on annuity billing rather than project-based billing.
- Extend demo program specifically to help partners focused on closing XYZ cloud products/solutions.
- Develop case study references for partners as a sales tool, and create them regionally.

*In any entry market it’s hard to get references or customers to gain that experience, and that you can transfer to other customers by region. This is our biggest challenge.*
Channel Industry Best Practices

Cloud Journey Framework: Expand

**Customer Goals**
- Master the solution
- Move from pilot to production
- Consider adding new functionality and user groups

**Partner Goals**
- Provide best practices to drive success and business value
- Identify internal champions and connect them to potential users
- Leverage service, support, sales, and marketing to cross-sell and up-sell
Partner resale ratios highest for those partners associated with X and Y.

Note: respondents by vendor include all partners that resell that vendor’s products/services.

XYZ partners close to the average in resale ratio, but below 50% - development of business focus mix. XYZ partner resale ratio was 10% higher last year (52%).
Channel Industry Best Practices

IDC CUSTOM SOLUTIONS | 2012 - 2016 Data

IDC Routes to Market Model

United States

An IDC Custom Deliverable for:

IDC CUSTOM SOLUTIONS | 2012 - 2016 Data

IDC Routes to Market Model

Currency
Customer Segment
Direct

Sum of Revenue (USD)

Technology 1 | Technology 2 | Partner Type | 2012 | 2013 | 2014 | 2015 | 2016

Hardware | Enterprise Networks
DMR / Corporate reseller
GSI
Retail
VAR/Consultant/Other
Vendor Direct

$2,676.9 | $2,943.3 | $2,986.5 | $3,116.3 | $3,230.1
$197.8 | $222.1 | $200.4 | $276.8 | $297.4
$1,239.1 | $1,321.2 | $1,387.8 | $1,455.1 | $1,496.9

$8,830.1 | $9,417.7 | $9,872.9 | $10,331.3 | $10,732.2
$2,522.2 | $2,727.4 | $2,906.5 | $3,091.3 | $3,250.2

Enterprise Networks Total

$15,486.1 | $16,579.8 | $17,540.2 | $18,292.7 | $19,036.6

Storage
DMR / Corporate reseller
GSI
Retail
VAR/Consultant/Other
Vendor Direct

$1,366.4 | $1,441.3 | $1,501.9 | $1,564.8 | $1,612.9
$846.0 | $851.6 | $855.4 | $860.2 | $853.3
$225.8 | $235.6 | $252.9 | $292.4 | $282.6

IDC

© IDC | 17
Vendor X **partners derive 44% of their revenue** by offering XYZ services (both their own and other vendors). IDC believes this proportion to grow as the proliferation of enhanced managed XYZ services begin to emerge around mobile, cloud, and IoT.
Testimonials
Relevant. Impactful. Actionable

“This is a fantastic piece of work, congratulations to the team and IDC. I spoke to a US partner with 100 employees today who was considering getting their gold competency off the strength of this work, great messaging and clarity so really recommend you get up to speed on this if you haven’t done so already.”

— Paul Lee, Partner Marketing Director, Worldwide Partner Group, Microsoft

“We highly value the report findings and use them a comparison for current performance and future planning.”

— John Eskel, Eskel Porter Consulting, President

“Very much to the point, covering the issues we encounter as a partner, the neutral honesty expressed by IDC which gave high credibility to your talk, the potential immediate applicability of your thoughts and recommendations to our company.”

— Alain Fastre, Strategic Alliances, SMART Technologies

“Thanks for sending us your report, it was great and informative, we do appreciate your analysis...”

— Saber Abdul Razek, CEO, Kn. Bridge Solutions

“Do you realize what you’ve released on this end? We are heavily using this data...IDC research went from interesting and helpful to critical! ...I am meeting with SAP, IBM...Oracle - as a result of the work you’ve done for us. Thank you.”

— Johnson Controls, Inc.
For More Information
Daniel O’Boyle Kelly
dobk@idc.com