

Case Study : Competitive Intelligence & Benchmarking Study

The Objective

We were retained to conduct Competitive Intelligence & Benchmarking study to understand the Vendor Management and Channel Partner strategies of major IT Companies operating in Asia – Pacific region.



The Challenges

- Understand the competitive offering of up over 10 competitors operating in 7 Asia-Pacific countries, including route-to-market structure, tactics and profitability analysis
- Evaluate relative competitiveness of different technologies, service and support and predict winning strategies
- Provide recommendations on opportunities and forecast scenarios on IT Channel partner and vendor management
- The study involved in-depth discussions with Market Movers & Influencers such as CEO, COO, VP of strategy, or senior executives in charge of vendor relations

The Solution

Planning

- Market scan of published information on the competitor's profile. In addition to online databases, CD-ROMs, the Internet, and exëvo's proprietary subject files, we consulted and scanned print media, libraries, and economic development groups for hometown perspectives

Presentation

- A multi-market benchmark report that prioritized the opportunities by country

Administration

- Procuring sample database from accredited agencies as per the requirements of the study
- Conducted several high level discussions with CEO, COO, VP of strategy, or senior executives in charge of vendor relations

Quality Assurance

- Profile of each competitor and their Channel Partner strategies
- Analysis of opportunities and likely scenario for IT services

The Benefits Achieved

Based upon exëvo's analysis, the client was able to assess the channel partner structure of its competitors by product group, as well as to benchmark quality standards, vendor's performance, and costs involved.

The study findings assisted the client in formulating and implementing sharp and effective market and channel partner strategies including improvements to the existing channel partner programs.

About Us

exëvo is a Knowledge Process Outsourcing firm that specializes in helping Market Research organizations globally with their end-to-end research and support processes. exëvo was founded in 2002 and is headquartered in New York, with offices in London, and delivery facilities in New Delhi, India. The company is privately held by strategic investors as well an executive team with extensive international business experience in offshore outsourcing. exëvo currently services two dozen clients across North America, Europe and Asia.

Please visit our website at www.exevo.com or write to us at info@exevo.com to learn more about how we can help your company achieve higher levels of performance and turn your costs into profits.