



I Q B L A D E

Competitive Insight & Market Intelligence



# Software Vendor

**Well-established Global Software Vendor**

**IQBlade's client is a well-established Global Software Vendor with 100s of Channel Partners in the UK.**

## Challenge

The client has enjoyed working with a successful and thriving channel for many years. However, they recognised that Cloud computing had changed the landscape and that tomorrow's high-growth partners are probably not the same ones who had been successful in recent years. Whilst our client had several Distributors and quite a large internal channel account management team, they wanted to an objective (data-driven) view of who their fastest growing SMB partners were, and which were at risk of being lost to competitive vendors challenging in the same space.

MSP

Citrix  
Gold Partner

124%  
CAGR

Cisco  
Premier Partner

Assets of

£5.5M

# What we did?

Our client provided the names of over 500 existing, smaller partners who were currently managed at arm's length. IQBlade matched these names to legal entities and identified their web and social media presence.

IQBlade analysed company financials (up to 95 metrics per annum) to identify those growing the fastest Year-on-Year and those in decline.

IQBlade also analysed each company's web and social output to identify levels of activity & engagement for each channel partner and their relative bias between promotion of the client's solutions and those of their competition. This element also included analytics of paid AdWords to understand the relative digital maturity and marketing investment strategy of each channel partner.

And finally, IQBlade reviewed the News content for each channel partner to extract information that might indicate a propensity to grow, win new customers or further develop their solution portfolio.

# Benefits

The project enabled IQBlade's client to identify potential stars of tomorrow and ensure that they had the right support and coverage model deployed.

It also enabled them to identify established partners who needed reviewing and potentially better engagement to rebalance the competitive threat.

See how IQBlade can help you, get in touch for a demo

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