Capturing Market Share with Influence Relationships

Developing the Hidden Value of Partner Recommendations and Referrals

An IDC Multiclient Study

Prospectus

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Analyze the Future

Overview

IDC estimates that more than half of all software purchases are influenced by third parties, demonstrating that the software industry has a huge stake in what these companies — including consultants, integrators, and developers — tell "their" customers. Software companies that learn to manage these relationships more effectively than their competitors can achieve superior market coverage and win a greater share of opportunities.

Understanding these three critical factors of influence relationships is essential for success:

- Estimating the revenue impact that influence partners have on your company, which is necessary to justify investments in building influence

- Establishing the ongoing measurement processes that provide the metrics necessary for effective management of influence relationships

- Creating programs to manage and track influence activity as well as building the necessary support infrastructure

With so much at stake, can you afford to ignore these companies that shape customer preference — or the means to measure the effectiveness of your investments in this community?

Study Objective

IDC's *Capturing Market Share with Influence Relationships* study will provide a solid foundation of market intelligence to help our clients identify, measure, and improve their sales revenue influenced by companies that recommend software products or refer leads.

Who Should Sponsor the Study

- Software companies whose products are touched by consultants, integrators, and/or ISVs
- Companies whose products and services are complementary to software products

Sponsor Benefits

- Increase your win rate for software sales.

- Increase your exposure to opportunities to sell your product.

- Establish quantitative methods that determine where best to focus your efforts with software influencers.

- Identify the types of influence partners that provide the most leverage for your business, and develop compelling value propositions for these partners.

- Reduce the time needed to justify, design, and launch a successful influence program, gaining a lead on competitors.

- Increase the accuracy and credibility of your understanding of the impact of influence partners by using an externally developed process.

- Investigate current "best practices" in building influence programs.

- Gain perspective from three viewpoints: vendors, influencers, *and* customers.

Schedule

- Announcement of study: May 2002
- Sponsorship deadline: July 12, 2002
- Project start date: July 2, 2002
- Publication and distribution of preliminary results: August 30, 2002
- Publication and distribution of final report: September 27, 2002
- Sponsor workshops: By mutual agreement within 60 days following publication of the final report

Study Deliverables

Preliminary report: The preliminary report will summarize the results of all primary research, including vendor program details, influence partner surveys, and end-user surveys.

Final report: The final report will present the findings of the combined research, analyst recommendations for implementation of influence programs, and the methods for estimating and measuring influence activity.

Sponsor workshops: The workshops will give sponsors opportunities to explore their own specific issues with the IDC research team. The workshops will provide up to half a day of presentations of results and discussions of the implications for the sponsoring companies and program teams.

Web conference: The Web conference will be a scheduled event available to all clients and sponsors of the study and will include an analyst presentation and a question-and-answer period.

Sponsors who commit to this study by July 12, 2002, will receive the following additional benefits:

- First access to the preliminary results of the primary research by a minimum of four weeks
- Participation in the design of the research program
- An in-person or Web conference private workshop of up to half a day in length to communicate the results of the study and to discuss how they apply to your business environment

Clients who commit to this study between July 13, 2002, and August 30, 2002, will receive both the preliminary and final reports by September 27, 2002, and will be able to participate in a one-hour Web conference within 30 days of publication of the final report.

Deliverables will not be made available for purchase in any form between August 31, 2002, and December 1, 2002, to guarantee a competitive advantage to our sponsors and early clients.

Price

Project sponsorship or purchase	$35,000
In-person workshop	Included for sponsors, except travel expenses
Intranet distribution (internal to client's organization)	Included

IDC Qualifications

IDC has been studying and publishing bulletins on this emerging partnering topic as vendors have begun to express interest. We have collaborated with several vendors to assess their nascent influence programs and to understand the issues that they face in the measurement and motivation of influence partners.

The Global Software Partnering and Alliances group at IDC has been at the forefront of partnering research for the past five years and has built a solid foundation of knowledge and expertise. The group has developed models that have helped IT vendors gain a competitive advantage in the marketing and distribution of their products. Research encompasses strategic alliance measurement and management, reseller management, software licensing, and partner satisfaction studies.

Project Team

Stephen Graham — *Group Vice President, Global Software Partnering and Alliances*

Mr. Graham is responsible for IDC's analysis of the partner networks developed by software vendors and comanages IDC's worldwide research on the application service provider (ASP) market. Mr. Graham and his team provide advice and counsel regarding partner strategies to the world's largest firms and emerging contenders. While at IDC, he has authored award-winning research and directed several landmark studies about the financial impact of data warehousing and the financial impact of ASPs and marketing vehicles.

Kevin Restivo — *Senior Analyst, Software Strategic Alliances*

As an analyst in IDC's Global Software Partnering and Alliances group, Mr. Restivo delivers research for the Software Strategic Alliances program.

Partnering is increasingly identified as a strategic imperative to business success, and Mr. Restivo provides research and advice regarding influence strategies to a wide variety of the world's largest software companies and emerging contenders. Specifically, Mr. Restivo researches the emerging and important field of influence programs as well as open-source software alliances.

Before his move to the Global Software Partnering and Alliances group, Mr. Restivo was an analyst with IDC Canada, where he was the lead analyst for the Canadian Software Markets and Directions program. Before joining IDC in 1999, Mr. Restivo was a journalist for five years with a number of organizations, including the Canadian Broadcasting Corporation.

Chris Sullivan — *Director, Workshop Programs, Global Software Partnering and Alliances*

Mr. Sullivan helps some of the world's largest software and hardware firms as well as emerging market leaders develop their partnering strategies and programs. Before joining IDC, Mr. Sullivan was manager of the Enterprise Products group at Compaq Canada, where he also held marketing and business operations positions.

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About IDC

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IDC is a division of IDG, the world's leading IT media, research, and exposition company.