Software Partnering And Channel Strategy: Selling Models, Revenue Ratios, Software Market Forecasts To 2003

Description: Software business sales strategy emphasizes the development of a targeted line of software products for business and personal use, marketed through multiple channels of distribution. IBM, Microsoft, and Autodesk illustrate companies that have been extremely successful utilizing a partnering strategy for sales of product and product upgrades.

OEM supply of software represents a significant means of software distribution. Microsoft and a range of smaller companies have been particularly successful using OEM strategy to have hardware suppliers ship units with software preinstalled.

Software products are highly targeted. Platforms and applications product groups are responsible for a particular area of software development and marketing. Platforms groups develop operating systems that are targeted by industry to PCs and servers by resellers.

Applications and tools groups create applications and software development products. The consumer platforms group develops system software for intelligent devices.

Software sales organizations are responsible for building long-term business relationships with the channel and with large customers. Groups are organized to serve various customer types, including original equipment manufacturers (OEMs), end-users, organizations, enterprises, application developers, Internet content providers (ICPs), and infrastructure owners. Large enterprises offer tailored license programs, enterprise-wide support, consulting services, and other specialized services.

The report addresses the following issues:

- Market strategies for partnering
- Strategic positioning of software companies
- Strategic market alliances / Market directions
- Risk/reward scenarios
- Access to customer bases

Following is a list of the companies profiled in this report:

- Aspect
- AutoDesk
- BEA
- BMC
- Candle
- CHS Electronics
- CompUSA
- IBM
- Ingram Micro
- Inacom
- Microsoft
- Merisel
- Netscape
- New Era of Networks (Neon)
- Oracle
- Scopus Technology
- Symantec
- Tech Data
- Wind River

This report consists of over 230 pages and includes 70 tables and figures.
EXECUTIVE SUMMARY

MARKET DEFINITION AND DIRECTIONS:
Business Model

MARKET CHANNEL DESCRIPTION:
Indirect Sales Channels
Resellers
Distributors
OEM
Systems Integrators
Margins

DIRECT SALES
ORGANIZATIONS
Commissions
Incentives
Customer Support
Number of sales people
US
Rest of World
Training

STRATEGIC POSITIONING:
The value of partnering
Selected company partnering
Extending the customer base

PARTNERING STRATEGY:
Business Sales
Distribution
Leading Resellers
TeleSALES
Channels
Integration Services
COMPETITION
Internet Providers
Distributors and Resellers
Large Accounts
Systems Integration Providers
OEM Channel

MARKET FORECASTS:
International Sales
Advertising
Low Margins
Distribution
Fragmented Markets
Products And Customers
Product Development
Trends
Wholesale Distribution Business
Market Momentum
Sales Costs
Cost Structure
Cost Of Revenue

SOFTWARE SALES MARKET DYNAMICS:
Competition
Product Upgrades
Channel Mix
OEM Software Revenue Forecasts
COMPANY INITIATIVES:
IBM E-Business Initiative
Microsoft
Organization Licenses
Sales, Marketing Investments.
Marketing And Distribution
Distributors, Resellers, OEM
Channel Strategy
Channel Revenue
Server Applications
Market Presence
Aspect Product Pricing
Symantec
Products
Sales And Marketing
International Distribution
BEA
BEA TUXEDO
Autodesk
Marketing and Sales
Shipments
SAP Industry Solutions
Aspect
Aspect Financials
Ingram Micro
Inacom
CHS Electronics
Tech Data Business Strategy
Balanced Product Mix
Customer Service
Sales Force
CompUSA

TECHNOLOGY:
APIs
On-line Information System
CTI Technology
Distribution Centers
Technology Planning
Technology Procurement

COMPANY DESCRIPTIONS:
Aspect
AutoDesk
BEA
Direct Sales
Product Sales
Implementation Cycle
BMC
Candle
Candle MQSeries Admin
CHS Electronics
CompUSA
IBM
Ingram Micro
Inacom
Microsoft
Merisel
Netscape
Marketing
Marketing On The Internet
Target Marketing
Netscape Distribution
Netscape Direct Sales
Netscape Telephone Sales
New Era of Networks (Neon)Oracle
Scopus Technology
Symantec
Tech Data
Wind river

PARTNERING STRATEGY:
IBM Innovative Partnering
Neon MQIntegrator
Microsoft partners
BEA Strategic Partner Relations
Autodesk

FRAMEWORKS AND PLATFORMS:
Core Business
Marketing and Distribution
Certified Solution Provider programs
Software Customers
Customer Focus
Customer Feedback Loop
Branding
Value Of Logo
EAI Frameworks
Candle
CTI Frameworks
AVT

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