

Data Driven Channel Persona

Harnessing Big Data to Optimize Channel Strategy



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Channel Persona enables insights beyond typical CRM, PRM, and BI to optimize your channel strategy.

Channel Partners, the companies you rely on to sell and support your products and services to market, are critical for business success. They can help you open doors to new business opportunities faster, at a lower cost, and with lower risk than a merger or acquisition. While it is easy to see from PRM, CRM and BI Applications what their activity and transactions are, it is also important to understand which of the channel partners can best help increase profitability versus which channel partners have the added potential for a closer, more strategic relationship. So how can you determine which is which so that you are able to ration your time and money spent accordingly towards acquiring new partners and rolling out programs to get more from existing partners?

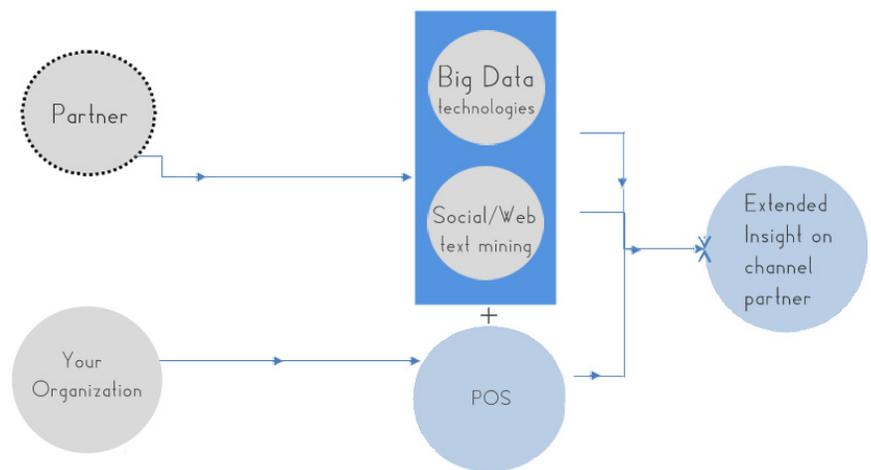
Challenges in Channel Management



As you grow your business, you improve channel relations with your offerings, their geographical reach, and by their transactional ability. The challenge is to understand the following:

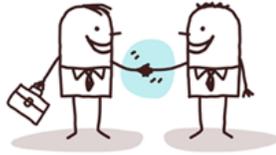
- Channel Conflicts - too many partners located in a geographical area that sell the same product lines
- Channel White Space - too few partners in a specific geographical area to sell your product lines
- Competitive Affinity - Your partners may be more aligned to selling specific product lines of your competitor
- Competitor White Space - Your competitor has better geographical coverage in certain product lines
- Product White Space - Your channel partner is not selling or promoting a certain product lines you offer

With Channel Persona, it is no longer difficult to understand the real influence of your partner in a n-channel framework. Channel Persona provides you with data points that directly answer the above challenges. By using Big Data Technologies, text mining of Social and Web Assets of a partner and then combining this data with your POS information, we provide you extended insights on each of your channel partners. What it means that you will be empowered to make decision on future course of action based on predictive intelligence rather than only based on past performance.



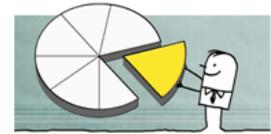
Channel Persona covers four key areas to determine the right partnership:

Partner Profile (channel conflicts)



- Geo Coverage
- Partnering with competition
- Partner competitor's Landscape

Partner - Product Profile (channel alignment)



- Product Expertise
- Product Whitespace
- Competitor Offerings
- Competing Product Affinity

Partner - Customer Profile (program effectiveness)



- Customer Contact Index
- Channel Manager - Partner Contact Affinity
- Influence Index

Competitive Affinity (partner loyalty)

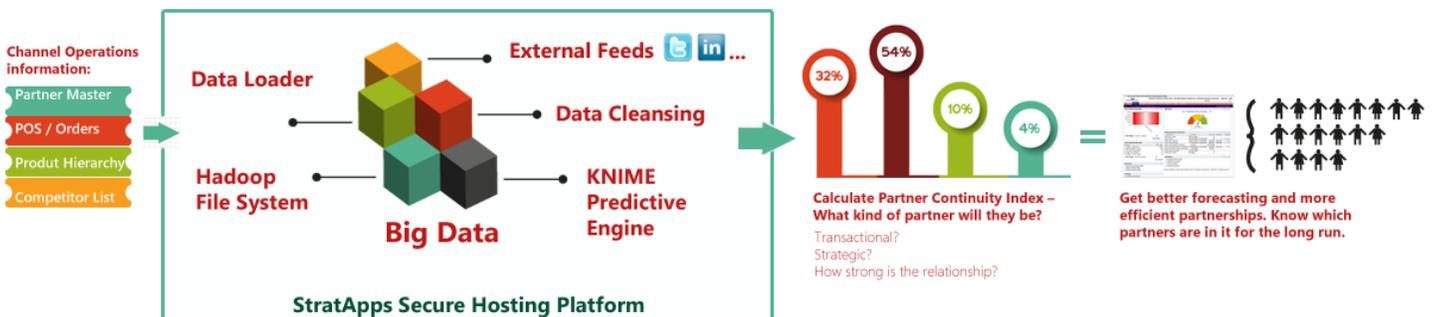


- Partner Activity Index
- Competitor Closeness Index
- Competitor Product Index

So, why use Big Data for Channel Management?

Big data is a collection of all sorts of data, at all speeds which they come in, all the time. This collection of data is in large part unstructured, continuous and various. The channel operations data including the partner master, a list of competitions, POS and sales orders, and partner product placement on web pages, often changes from time to time. With big data technologies, we can stay on top of this ever incoming information more easily and figure out which partners are consistently by your side. The Channel Persona service will help you cleanse and standardize your data, then, using text mining and predictive analysis, you'll be able to grasp the bigger, ever changing picture. By taking in consideration the overlaying context of the partnership, you can analyze your relationships beyond transactional factors and use the new information to relocate your time and money into more stable and longer lasting partnerships.

The Channel Persona Process





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