

Case Study: Using market intelligence to develop a channel strategy and win business



The client

InTechnology plc provides innovative IT infrastructure solutions, products and services to businesses throughout Europe through a network of value-added resellers, systems integrators and consultants. InTechnology plc had revenues of €350m in 2004.

The challenge

InTechnology, an IT services company, wanted to expand their business with system integrator (SI) partners. They saw an opportunity to develop a new channel to market by partnering with systems integrators and large technology services companies. The challenge was to gain a better understanding of the market and to form relationships with key players.

Approach and solution

InTechnology already had a relationship with Futurecurve and wanted to continue working with them. They were aware that Futurecurve knew the systems integration market well and the different approaches to take.

InTechnology worked with Futurecurve to look at the SI market and develop an entry strategy.

The first step was for Futurecurve to provide InTechnology with a good understanding of the market. Futurecurve undertook market research to define and segment the UK SI market. They wanted to understand how systems integrators manage their supply side, what kinds of companies SIs



have relationships with, and whether and with whom, they would be open to developing new relationships.

In the course of doing the research, Futurecurve realised that no two SI companies operated in the same way. They had, therefore, to approach each company differently. It quickly became apparent that there were a small number of large SIs that InTechnology could approach about developing a closer relationship.

Futurecurve arranged meetings between the SIs and InTechnology. One SI, in particular, became the focus of further meetings. During the research phase Futurecurve had asked the companies, "How do you procure IT?", "What do you buy?" InTechnology, seeing the fragmented nature of the way the company operated, was able to offer to provide a comprehensive procurement process and help the SI streamline their procurement and strip out costs.

The SI company invited InTechnology to submit a proposal for how they might begin to work more closely together. Futurecurve assisted InTechnology with the proposal and, on the basis of this, the SI agreed to begin working with InTechnology.

Results and benefits

As a result of the work Futurecurve undertook, InTechnology was able to develop a relationship with a major player in the SI marketplace.

"By engaging with Futurecurve to work with us on opening up a new channel to market, we created executive relationships with major outsourcing providers and the leading systems integrators within the UK. This led to an initial sales pipeline of £1.2m. I found their professionalism, honesty and flexibility very refreshing and I am delighted to recommend them," says Steve Cowlin, Divisional Director, InTechnology Plc.

Contact us today at info@futurecurve.com or call us on +44 (0)1628 487 708