

## Welcome to IF Consulting's weekly e-mail newsletter

October 4, 2002

Our regular email tackles the topical issues that surround all marketing channels and their underlying strategies.

This newsletter is also available as a PDF on our Website (<http://www.i-f.com/E-comLinks02.htm>) if you want to download a version for your hard copy file.

### New partner strategy targets SMB market

Morris Beton, the newly appointed channel chief of BEA systems, a leading application infrastructure software company, has committed his team to continue work toward reaching existing channel goals while building a partner strategy in the SMB (small to medium business) market.

Having recently completed over seven years with Microsoft, Beton believes strongly in penetrating the small business market, although he concedes that building an efficient channel model for this market is a real challenge. He said that this challenge even exists for companies such as Microsoft that play a significant role in that market.

Speaking as the company's new senior vice president of worldwide partner and alliance strategies, Beton said he does not yet have a concrete strategy for using partners to access the SMB market, but building a direct sales force would not work well for BEA's business model. He believes that there is a tremendous opportunity to leverage the channel instead.

<http://www.crn.com/Sections/BreakingNews/BreakingNews.asp?ArticleID=37696>

### IF Comment

As larger companies cut expenditure budgets or suppliers seek new ways of securing market share, many suppliers find themselves pushing down into the SMB market for new sales opportunities.

However, accessing the SMB market provides many organizations with their greatest marketing channel challenge. The top 100 to 500 corporates can be targeted directly because their small number and high potential value justify direct channels. As suppliers move into the SMB market they need to rethink their marketing channel strategy and ask such questions as:

- Can we go it alone?
- If not, with whom do we partner, and why?
- What do we expect from the relationship?
- How do the new channels interact with the existing channels?

BEA's results point to one company that's successfully navigated the push down into SMB markets.



Marketing Channel

Strategy Consultants

Maximizing shareholder value  
through creating the best routes  
to market

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## Snippets

The chairman of a high-priced, high-profile technological forecasting firm in California, Peter Schwartz, charges corporate clients \$2,000 an hour and receives as much as \$75,000 for speeches to groups eager to tap his knowledge. However, Schwartz' 'second job' sees him providing services for free. In what seems to be a growing trend, many successful technology executives are moonlighting as the technician of first resort for family and friends.

<http://www.nytimes.com/2002/10/03/technology/circuits/03TECH.html> (free registration required)

Potentially a victim of the dot-com crash, online jeweler, Ice.com, incorporated an old-fashioned retailing approach to the Web and is now reaping the rewards. Its success is proof that the first-mover advantage can be deceiving and the slow and steady often win the race.

[http://www.businessweek.com/technology/content/oct2002/tc2002101\\_8420.htm](http://www.businessweek.com/technology/content/oct2002/tc2002101_8420.htm)

According to a recent Forrester Research Brief, these three traits predict consumers' willingness to pay for online content: online experience, broadband access, and use of wireless data services. The results indicated that consumers are most willing to pay for video downloads, streaming video, visiting customer rating sites and making IP phone calls.

<http://www.emarketer.com/news/article.php?1001684>

## Share the Knowledge.

If you have colleagues who would be interested in receiving our weekly email please forward this e-mail to them.

IF Consulting publishes "Our View", a quarterly review of topical marketing channel issues. Samples are available on our website. To receive "Our View", please return this email with your address details.

To unsubscribe, please reply with "unsubscribe" AND a copy of the email address to be removed.

IF Consulting is a leading international marketing channel strategy consulting firm with over 30 years experience in a vast number of industry sectors. See our website for further information.

<http://www.i-f.com>