

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

December 13, 2002

This is IF Consulting's final email newsletter for 2002 as we don't want to overload our readers' inboxes while they enjoy their holiday season. To keep our mailing list coordinator from going crazy, we won't do a mailing to either Northern or Southern Hemisphere readers during the Xmas or August summer breaks.

IF Consulting's electronic newsletter, investigating topical and important issues relating to marketing channel strategy, will recommence on January 24.

The team at IF Consulting would like to wish all of our email subscribers the very happiest of festive seasons. We hope that you, and your marketing channels, have a healthy and prosperous year in 2003.

### New wireless venture depends heavily on marketing channel partners

A joint venture between IBM, AT&T and Intel announced last week will deliver a new wireless network across the USA.

Mike Maas, IBM's vice president of marketing for the company's communications sector business, acknowledges that the new service, Cometa Networks, will need a variety of partners to go to market. "This is not a retail delivery plan but a wholesale plan, and by definition partners are required to get to this market," Maas said.

He added that potential channel partners would include systems integrators, carriers, ISPs and any reseller serving retail or corporate customers that are looking for access to a national Wi-Fi (wireless fidelity) network.

Although compensation plans for channel partners were yet to be decided, Maas suggested that there will be several ways in which customers could be charged including; by subscription, usage or on a minute-by-minute basis.

<http://www.channelweb.com/sections/Newscenters/Article.asp?newscenterID=&ArticleID=38949>

### IF Comment

It is important not to limit discussion about marketing channel strategy to textbook relationships between very large, all-knowing channel principals and much smaller, perhaps very reliant, channel partners. Channel relationships are partnerships where different partners bring specific skills and abilities to the relationship. Channel principals may even rely on their partners to provide specialist expertise to complete the solution. This is common among IT providers who use value-added resellers (VARs) to not only sell their solution, but to bundle it with others and customize it to meet the specific needs of each customer.

Best practice channel principals realize that success is dependent on meeting the customer's needs. Even the largest industry players, such as HP, IBM and Intel, realize that they can not take advantage of a market opportunity on their own. Thus, they act like channel partners as



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they specify the roles that each will play in the relationship. By doing so, they bundle their solutions together to fully meet their customers' needs.

## Snippets

The U.S. Department of Veterans Affairs has established a program that will make it more affordable for veterans to purchase franchises. The initiative, commonly known as "VetFran," allows veterans to acquire a franchise with a down payment of 10 percent or less of the initial franchise cost.

<http://www.bizjournals.com/southflorida/stories/2002/11/18/daily83.html>

Last week, PC maker Gateway made a deal with digital-music distributor Pressplay. Under the arrangement, consumers purchasing a Gateway computer will have Pressplay software preinstalled on the hard disc and receive a free three-month pass to download music. What is unusual about this deal, and it may alter PC buyers' future expectations, is that new Gateway computers not only come with the software but also 2,000 songs loaded onto the hard drive.

<http://www.business2.com/articles/web/0,1653,45898,00.html>

Persistent Internet fraud, including a recent eBay fake, could cost e-tailers nearly \$1 billion in sales this year. On the whole, e-tailers are doing well, with November sales up 22% this year, however, the threat and incidence of online fraud is significantly hindering the success of the e-commerce channel.

[http://www.forbes.com/technology/2002/12/11/cx\\_pp\\_1211ebay.html](http://www.forbes.com/technology/2002/12/11/cx_pp_1211ebay.html)

## 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>