

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

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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.

### Major changes to channel partner program in 2003

Software giant Novell announced major changes to its channel partner program, PartnerNet 2003, last month. The program now includes demand agent initiatives and detailed plans on turning direct accounts over to partners.

The company's new demand agent program will give a commission and rebates to partners that drive new Novell business beyond the current database of customers.

Novell's new channel program is further evidence that the company, under the leadership of Chairman and CEO Jack Messman and Vice Chairman Chris Stone, is trying to rebuild its once-decaying channel relationships.

"Novell needs partners to succeed," said Chris Stone, in a statement issued early December. "We want our partners to feel like an extension of Novell."

<http://www.crn.com/components/NI/direct/article.asp?ArticleID=38845>

### IF Comment

It is interesting - and gratifying - to see that Novell grasps the basics of channel partnership: these relationships are about doing business.

There is no better way to show your intention as a channel principal - or a channel partner - than to bring business to the table. Clearly, Novell couldn't do this with just any partner. Novell made this offer to their best partners, those that already know and sell Novell products and services.

The addition of warm customer relationships will only enhance their loyalty. Importantly, it should also reduce their cost to serve, as channel partners are generally less expensive to use than direct sales staff.

The next step is consistency. Novell is clearly changing the way they view their channel relationships. This action must be followed by others that reinforce Novell's commitment to all channel partners.



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through creating the best routes  
to market

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## Snippets

A ruling by Judge John Bates of the Washington District Court ordered an Internet service provider to give the Recording Industry Association of America (RIAA) the name of a customer who had downloaded up to 600 songs a day using a popular music file-sharing service. Although the provider has vowed to appeal, the ruling has added fire to the record industry's fight against the practice of downloading and sharing music files instead of paying for them.

[http://www.forbes.com/2003/01/22/cx\\_da\\_0122topnews.html](http://www.forbes.com/2003/01/22/cx_da_0122topnews.html)

The world's leading hamburger chain, McDonald's, announced plans to close 719 of its 31,000 restaurants worldwide, following the announcement this week of its first-ever quarterly loss. The larger-than-expected \$344 million has been attributed to a fast-expansion strategy gone wrong.

<http://www.nytimes.com/aponline/business/AP-Earns-McDonalds.html> (free registration required)

Avis Europe has strengthened its position in the car hire market by acquiring a chunk of rival Budget's global operations. The deal takes Avis' share of the European market up by 2% to 20%. The group will continue to operate Budget as a separate brand and take on its agreements with over 1,000 franchise partners.

[http://www.ananova.com/business/story/sm\\_742384.html?menu](http://www.ananova.com/business/story/sm_742384.html?menu)

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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>