

Welcome to IF Consulting's weekly e-mail newsletter

September 12, 2003

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.

Channel Partners offered logistical carrot

Mark Simons, vice president and general manager of Toshiba America Information Systems' Transactional Business Group, recently announced that the company has addressed inventory issues and will further sweeten incentives for channel partners. The move is a result of the news that the company's channel partners recently faced three weeks of product shortages.

Simons said that Toshiba had exceeded its recruitment expectations, enlisting almost 350 new resellers since June. Although Toshiba's recruitment effort has surpassed expectations, Simons said the company will increase front- and back-end financial incentives for its partners.

Many of the company's channel partners have reported that Toshiba has been unable to keep up with their orders. It has been reported that the manufacturer has been so constrained in recent weeks that resellers seeking Toshiba notebooks have turned to rivals such as Acer America and Sony Electronics instead.

http://www.crn.com/sections/News/Top_News.asp?RSID=CRN&ArticleID=44347

IF Comment

A well designed and responsive logistics program can reduce channel partner order cycles, which in turn can lead to lower inventories carried by the channel partners. By developing a logistics program that is superior to those offered by its competitors, a manufacturer offers its channel partners an economic incentive to do business with it.

In the case of Toshiba, the overwhelming success of its partner recruitment created a need for it to review its logistics program so as to sustain its competitive advantage over its rivals.

A carefully designed partner recruitment program with a logistic program aimed at improving and increasing service to channel partners is one of the most tangible signs of the manufacturer's concern and commitment to the channel partners' success. It offers manufacturers who can make use of logistics management for this purpose an increasingly powerful tool for building channel partner support and loyalty through partnerships or strategic alliances.

Snippets

A small number of US county jails have started treating inmates via telemedicine to save time, money and increase public safety. Through the use of video technology, healthcare



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professionals are able to conduct routine examinations and provide some specialist care remotely, therefore reducing the need to transport prisoners for external healthcare consultations.

<http://www.datamonitor.com/-c469b4c14f084a1d8b88143b75c3c3e9-/healthcare/news/product.asp?pid=1C080353-CA69-4722-A13A-8EB756B4D56B> (due to the length of the URL, you may need to cut and paste it into your browser's address bar)

Fast-food giant McDonald's is filing a copyright-infringement suit against Singapore's Future Enterprises Pte Ltd, which sells MacNoodles, MacTea and MacChocolate. McDonald's lawyers have asked Singapore's High Court to ban this company from using the term "Mac" to sell its food products. The defendant's lawyers are claiming that Future Enterprises' products are "visually, orally and conceptually" different and that this food is sold at street stalls and grocery stores, not restaurants.

http://www.economist.com/cities/briefing.cfm?city_id=SG&CFID=13619171&CFTOKEN=109daf7-51f5976c-2d95-44cf-8b7b-93d16d3304bf (due to the length of the URL, you may need to cut and paste it into your browser's address bar)

Information solution company, Novell, announced this week that it would bring its software developer and hardware partners into PartnerNet, its channel partner program. In doing so, it would be providing new resources for independent software and hardware vendors and helping them leverage Novell's global reach more effectively.

<http://www.eetimes.com/pressreleases/prnewswire/97283>

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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>