

## Welcome to IF Consulting's e-newsletter

May 9, 2005

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

### Dear Readers,

We have been listening to you and considering the future direction of IF Consulting's weekly newsletter.

Like everyone else in the online world, our inboxes are filled with unwanted mail causing us to delete potentially useful emails, simply because we don't have time to read them. We want to avoid this happening to our IF newsletter because we know it holds valuable and unique insights for those interested in marketing channels. Information in our newsletter is based on our thirty-five years plus international experience in marketing channel strategy; experience and advice that we want to share with you

Following a critical look at our recent weekly emails and the topics covered, we decided that we could deliver more valuable insights by publishing every two weeks instead of weekly. The extra time will allow us to research more thoroughly and, we hope, result in tighter, more valuable coverage of current marketing channel strategy and operational issues relevant to your needs.

We know from your comments over the years that our newsletter has much to offer. However, we're always trying to improve. So if you have suggestions, comments or criticisms concerning content, frequency, or future topics, please email [channels@i-f.com](mailto:channels@i-f.com)

The team at IF Consulting

PS. We've added a few extra snippets this week to give you some food for thought!

### Snippets

Record company EMI has signed an agreement with Snocap, a legal file-sharing program created by Shawn Fanning, who rose to prominence with the illegal file-sharing system Napster. The agreement means EMI can use Snocap to allow sharing while identifying copyrighted music files and preventing them from being traded unless the user pays a copyright fee.

<http://www.ecommercetimes.com/story/126008STTQ60.xhtml>

Australian seafood group Sam's Seafood has collapsed with more than AUS\$20 million in debts after weeks of financial unrest and a failed franchise expansion. The company, which operates restaurants, franchises and a wholesale operation, indicated just a week ago that it expected to lose AUS\$2 million for the year.

[http://www.heraldsun.news.com.au/common/story\\_page/0,5478,15181608%255E664,00.html](http://www.heraldsun.news.com.au/common/story_page/0,5478,15181608%255E664,00.html)



Marketing Channel  
Strategy Consultants  
Maximizing shareholder value  
through creating the best route  
to market

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Regardless of where they are in their country, Canadians phoning through their orders for Kentucky Fried Chicken will soon find themselves talking to someone in Montreal. Already handling approximately 400,000 calls a year, the Montreal KFC centre expects to handle more than 2.3 million calls a year once all the call centres are gathered under the one roof.

<http://finance.channels.netscape.ca/finance/article.adp?id=20050426132809990008>

Rabobank plans to set up an online retail finance arm in Ireland. Initially RaboDirect, the new offering from the Dutch bank, will offer an instant demand deposit account and low cost investment products that include managed funds. RaboDirect should benefit from being free from the overheads associated with traditional banks, enabling it to provide a higher rate without penalties, fees or charges.

<http://www.datamonitor.com/~5f8d2454340048fb80b050f0d204fe97~/industries/news/article/?pid=791289FA-B245-4D02-A266-13A4E9066E73&type=NewsWire> (Because of the length of this URL, you may need to cut and paste it into your browser's address bar)

eCopy, a software company specializing in integrated document-management solutions, has successfully changed its go-to-market strategy. For almost ten years, the company had focused its primary business with Canon. A major shift in its business model has now allowed its products to support virtually all major printing and imaging hardware manufacturers.

<http://www.crn.com/sections/distribution/distribution.jhtml?articleId=161500921>

## Share the Knowledge

If you have colleagues who would be interested in receiving our e-Newsletter 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>