

Is your channel strategy fit-for-purpose?

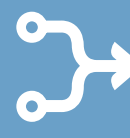
Change is inevitable and unavoidable



Transformative technologies



Cloud now mainstream



Convergence disrupting categories



Shift to bi-modal IT



Decisions driven outside of IT



Buyers demand insight

These changes mean the channel is undergoing rapid transformation

- The traditional IT channel is in a state of flux
- Established VARs and Distributors are reinventing themselves
- Hybrid business models are now the norm
- Increased investment in managed services, consulting and app development
- 'Born-in-the-cloud' businesses are challenging existing resellers

The cumulative impact of all of these changes has significant implications for any vendor's routes-to-market strategy

which can = High risk of failure

The cost of failing to adapt reduces competitiveness and costs market share

To succeed vendors need to regularly review their routes-to-market strategy

The OneGTM framework can be used to build and optimise a strategy that works across every channel



Only by understanding customer preferences, partner capabilities and the challenges of each channel, is it possible to build a workable routes-to-market strategy

OneGTM can help you achieve channel success

Our go-to-market services enable B2B technology companies to deliver integrated channel development and marketing programmes that drive results and deliver effective ROI.

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