

## Channel Development

Identifying and developing the best route to your market whether it is through direct sales, distribution, partnerships, VAR, alliance, JV or one of the many other options.

### What we do

Partnerships and Channels can provide the best route for both physical product distribution and sales but they also present complex issues in terms of selection, development and commercial frameworks. This is where Expertek can help. Expertek has core expertise in developing routes to market for IT, Telecommunications, Electronic, and Engineering products and services.

Creating the right relationships in the market will make an enormous difference to the profitability and growth potential of an enterprise. Choosing the wrong model or badly implementing it can cause channel conflict and loss of sales. Changes in competitive positioning, technology and markets may outdate existing strategies. Expertek understands the full spectrum of channel options and how they can be implemented:

### How we do it

#### Route to Market Strategy and Channel Design

Identifying the routes to market that fit with the company's objectives and capabilities, the market requirements and the available channels. Developing commercial programmes that allow for rapid development of channels, their support, and enablement.

#### New routes to market

The correct route to market is determined by many factors including the attributes of the product/service, target markets, availability of existing channels, business objectives (timescales), etc. Through an excellent understanding of the strategy and processes we can identify and develop new routes to market. We have experience that spans European and Global markets. Effective selection will save you time and cost of developing inappropriate relationships, especially the 'opportunity cost' of missing the right channels.

We carry out partner search and selection projects in the UK and Internationally.

#### Partnership Development and Planning

Working with the core team to improve the working relationships between partners and solve commercial, operational and technical issues. We can assist both the principal and organisations looking to market new products and services. A key element is the development of joint plans that enable complex partnership arrangements to be a commercial success. This helps both partners and can be a key tool for setting expectations and building relationships.


#### Strategic Alliances and Joint Ventures

For many businesses a well designed alliance may be the best Channel solution in the form of joint or co-marketing agreements or a one-off joint bidding agreement. Alternatively, there may be a need for an alliance that is not part of the channel strategy such as a joint development or licensing agreements. We can ensure that the objectives are achieved even where there are complex technical or market requirements.

We have specific experience where normal commercial relationships may not be suitable and shared equity may be more appropriate. A closer relationship may be required where two partners hold tangible or intangible assets and there is a higher level of risk; a Joint Venture may be appropriate. We will reduce the risk of failure through: identification of the objectives, assets and expectations, and appropriate financial structures.

 [www.expertek.co.uk](http://www.expertek.co.uk)

 [info@expertek.co.uk](mailto:info@expertek.co.uk)

 +44 (0) 1926 401960