



ISV/SI Identification & Tracking

Study area:

ISV/SI network in Asia

Country coverage:

Australia, China, Hong Kong, India, Korea, Japan, Malaysia, Singapore, Taiwan and Thailand

Industry coverage:

Government, Banking, Insurance, Telecom, Automotive, Electronics, and Retail/Consumer Packaged Goods

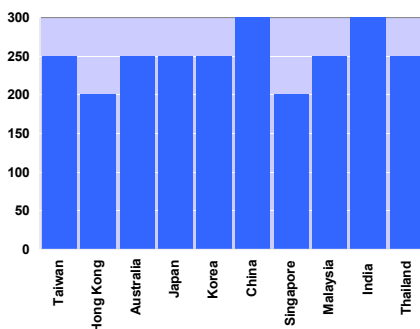
Background: Computer technology company with global operations

The client is one of the largest information technology companies in the world whose roots can be traced back to the beginning of the IT industry. Perhaps the world's most diversified IT vendor, its business centers around the manufacturing and selling of computer hardware, software, infrastructure services, hosting services and consulting services which are aimed at customers across a span of industries.

Business need: Understanding the ISV/SI value chain in Asia

Independent Software Vendors (ISVs) and System Integrators (SIs) and their value nets represent a vital customer-facing channel for IT solution sales in Asia. Their influence spans enterprises of all sizes in every vertical market. As a result, IT vendors are increasingly courting these players as a conduit into the enterprise for hardware, software and services sales. The first step in effectively targeting this channel is to understand the positioning, background, business models, partners and mindset of the diverse network of ISVs and SIs throughout Asia. The client required accurate and thorough research and analysis on the ISV and SI value chain in Asia as a foundation to craft a more comprehensive and targeted strategy to harness the power of this gateway into the enterprise.

Total Number of Interviews



Solution: Three phases of intensive research work

Springboard approached this study in three distinct research phases. The primary objective of the first phase was to determine which ISVs and SIs had the greatest influence on enterprise IT investments and strategies by vertical industry in the respective countries. Over 1,800 interviews were conducted with organizations across Asia to better understand what ISVs they engaged for technology solutions. The survey cut across several key vertical industries including Public Sector, Banking, Insurance, Telecom, Automotive, Electronics, and Retail/Consumer Packaged Goods. This survey also involved ascertaining spending priorities by vertical industry over the next 12 – 24 months to aid in the selection of players to be reviewed in greater detail.

"I found the level of detail in the Independent Software Vendors / System Integrator profiles for Public Sector outstanding!"

**Country Marketing
Manager**

"I just read the profile for one of the top 5 Independent Software Vendors; I found it very thorough and it does provide many insights that appear to be consistent with our local findings. I've been seeking for such information on the local level but have not got an all-round summary of a business partner as good as this one."

**Country Marketing
Manager**

The second phase involved a more thorough analysis of the most relevant ISVs and SIs determined in the first phase. Apart from secondary research, this phase also involved detailed interviews with senior representatives from the targeted ISVs and SIs. Over 175 vendor profiles across 10 Asian countries were created at the conclusion of this research phase.

In the third and final stage, the results were analyzed and Springboard's strategies were recommended to help the client increase its presence in key ISV and SI accounts and to maintain its already strong positioning.

Business value: Intelligence provided to attack, deepen, and augment ISV strategies in Asia

At the conclusion of the project, the client was equipped with the information needed to augment its ISV network in the region with leading ISVs identified by country and vertical industry. In some instances the client identified its competitors' ISV partners and developed strategies to court them into its own partnering programs. Similarly, the ISV profiles enabled the client to deepen its relationships with existing partners and increase its wallet share vis-à-vis its competitors. All of these actions helped contribute to revenue and market share increases through the client's burgeoning solution partner ecosystem.