New Research In Action Report – Channel Marketing and Enablement SaaS And Software: The Top Global Vendors 2020

Germany – November 20th 2019: Channel Marketing and Enablement processes are undergoing serious disruption as today's world of empowered buyers, digital and as-a-service product delivery disrupts the traditional distribution and reselling business motion of manufacturers. This software market will therefore explode in the next years as companies seek a new channel platform to support a highly-volatile partner community.

Research In Action GmbH continues to expand its areas of coverage and publishes three new market analysis reports:

- Vendor Selection Matrix™ – Channel Marketing and Enablement SaaS And Software: The Top Global Vendors 2020;
- Vendor Selection Matrix™ – Partner Relationship Management (PRM) SaaS And Software: The Top Global Vendors 2020;
- Vendor Selection Matrix™ – Through-Channel Marketing Automation (TCMA) SaaS And Software: The Top Global Vendors 2020.

The Vendor Selection Matrix™ is a unique, primarily survey-based methodology for comparative vendor evaluation. A minimum of 60% of the evaluation results are based on a combined telephone and online survey covering 1,500 buyers in enterprises worldwide. The analyst's opinion accounts for a maximum of 40% of the evaluation results (not close to 100% as in most other vendor evaluations).

Report details can be viewed here:

http://researchinaction.de/wp-content/uploads/2019/11/RIA-VSM-TCMA-GL-2019-WWW.pdf
http://researchinaction.de/wp-content/uploads/2019/11/RIA-VSM-PRM-GL-2019-WWW.pdf
http://researchinaction.de/wp-content/uploads/2019/11/RIA-VSM-CME-GL-2019-WWW.pdf

Peter O'Neill, Research Director for Marketing Automation at Research In Action GmbH, comments:

- Channel Marketing and Enablement processes cover the tasks involved for a manufacturer distributing products and services through partner organizations as their indirect channel. The two categories most important to marketing professionals are channel marketing and channel enablement.
- But these processes are now undergoing serious disruption. The traditional manufacturer view of its channel is of registered, enabled and incented partners pushing its products to market. But today's world of empowered buyers, digital and as-a-service product delivery

disrupts this view. New types of partners like influencers or affiliate partners are emerging that pull business, when they need it, from the manufacturer with no interest in product margin compensation.
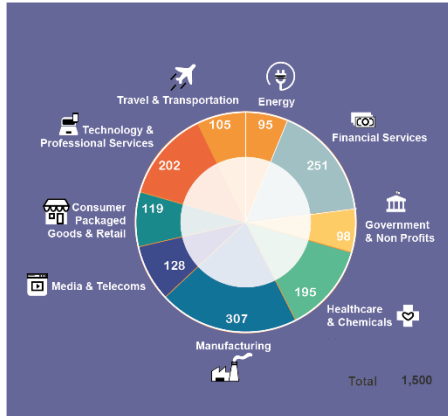
- There are over 100 vendors providing software to automate channel processes, with total annual revenues well over $ 1.2 billion. The vendor landscape is, however, highly-fractured with deep specialization. Many will not be able to react to the disruption described above as manufacturers seek a channel platform that can support a highly-volatile partner community through a much more complete business cycle: from connection to order processing and service delivery.

- Our buyer-side research was about all aspects of channel marketing and enablement and we asked respondents to name and score the vendors they know in that context. The 20 vendors with highest ratings and sufficient mentions are profiled.

- The second most important priority for buyers considering software solutions is "Coverage of all three components", i.e. Marketing, Enablement, and Sales Enablement. However, the resulting vendor landscape does not yet recognize this market need. Most of the vendors still focus on either channel marketing (usually called through-channel marketing automation, TCMA) or enablement (partner relationship management, PRM) only.

- The TCMA vendors are used mostly by manufacturers with captive channels who do not generally need PRM functionalities. If they do, a separate PRM solution is installed. Some of the PRM vendors extended their offering into marketing process automation. The three reports highlight those vendors most relevant in each solution area.

- The top vendors rated by the users for channel marketing and enablement are (listed alphabetically): Ansira, ChannelXperts, Impartner, TIE Kinetix, and Zift Solutions. I see only these vendors, plus the newer vendor Impact, who did not have a sufficient number of respondents, being able to cover modern channel marketing and enablement needs.

- The top five vendors rated by the users for PRM are (listed alphabetically): Channeltivity, ChannelXperts, Impartner, TIE Kinetix, and Zift Solutions. The vendors Ansira, ChannelKonnect, Magentrix, Oracle, Salesforce, and Webinfinity complete the list of vendors who cover the channel enablement processes.

- The top five vendors rated by the users for TCMA are (listed alphabetically): BrandMaker, ChannelXperts, Impartner, TIE Kinetix, and Zift Solutions. The vendors Ansira, Brandmuscle, Bridgeline Digital, ChannelKonnect, Elateral, Netsertive, and SproutLoud complete the list of vendors who cover the channel marketing processes.
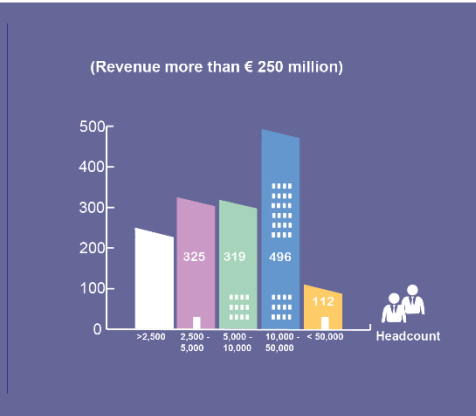
VENDOR SELECTION MATRIX™
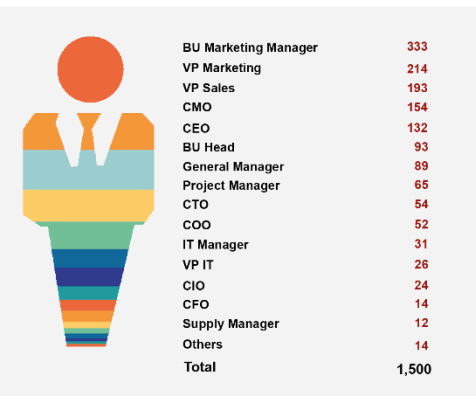
SURVEY INSTRUMENTS

INDUSTRY BREAKDOWN

Travel & Transportation 105
Energy 95
Financial Services 251
Technology & Professional Services 202
Consumer Packaged Goods & Retail 119
Media & Telecoms 128
Manufacturing 307
Healthcare & Chemicals 195
Government & Non Profits 98

Total 1,500

COMPANY SIZE BREAKDOWN

(Revenue more than € 250 million)

>2,500	2,500 - 5,000	5,000 - 10,000	10,000 - 50,000	< 50,000
	325	319	496	112

Headcount

COUNTRY BREAKDOWN

DACH		200
United Kingdom		150
France		150
Benelux		50
Europe (Rest)		150
North America		500
The Americas (Rest)		200
Australia & New Zealand		30
Asia Pacific		220

JOB TITLE BREAKDOWN

BU Marketing Manager	333
VP Marketing	214
VP Sales	193
CMO	154
CEO	132
BU Head	93
General Manager	89
Project Manager	65
CTO	54
COO	52
IT Manager	31
VP IT	26
CIO	24
CFO	14
Supply Manager	12
Others	14
Total	1,500

RESEARCH FACTS

100.000+ Data Points

1.500 Business Managers

20+ in 2019 Reports

TOP 20 Vendors

60% Survey Results

40% Analyst's Opinion

Vendor Selection Matrix™ Disclaimer:

Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action GmbH's research publications consist of the analysts' opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Research In Action:

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

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