VENDOR SELECTION MATRIX™
CHANNEL MARKETING AND ENABLEMENT
SAAS AND SOFTWARE

THE TOP GLOBAL VENDORS 2020

Research In Action

November 2019

RESEARCH IN ACTION
independent research & consulting

FOREWORD

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation where 60% of the evaluation is based on a survey of enterprise business decision makers. This is balanced by analyst subject matter expert input fed by intensive interviews with software or services vendors and their clients, plus an informed, independent point-of-view - all of which combine to make Research in Action Vendor Selection Matrix™ reports so unique. For this report, we interviewed 1,500 business managers with budget responsibility in enterprises globally. We selected those vendors that achieved the best evaluations scores from the buyers, but disregarded the ones with fewer than 15 evaluations.

There are over 100 vendors providing software to automate one of more channel processes, with total annual revenues well over $1.2 billion. The vendor landscape is, however, highly fractured with deep specialization. Standard business practice will not allow this scenario to continue and buyers will expect their channel software vendors to cover more areas of functionality in the future.
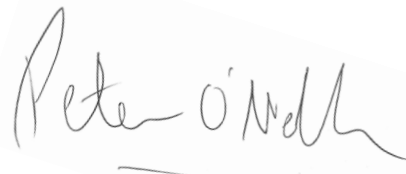
Our buyer-side research was about all aspects of channel marketing and enablement and this included asking the respondents to name and score the vendors they know in that context. Interestingly, the second most important priority for buyers considering Channel Marketing and Enablement solutions is "Coverage of all three components", i.e. Marketing, Enablement, and Sales Enablement.

The vendor landscape of the top 20 vendors which emerged from the survey however, still currently splits into three distinct groups: those servicing primarily marketing processes; those servicing primarily enablement processes; and those who do support both. We've produced three separate Vendor Selection Matrix™ reports, profiling each vendor in their chosen category. Check our website for the other reports.

This report provides you with a useful guide to important channel marketing and/or enablement trends and will help you make an informed decision regarding which vendor could best fit your specific requirements.
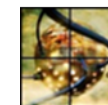
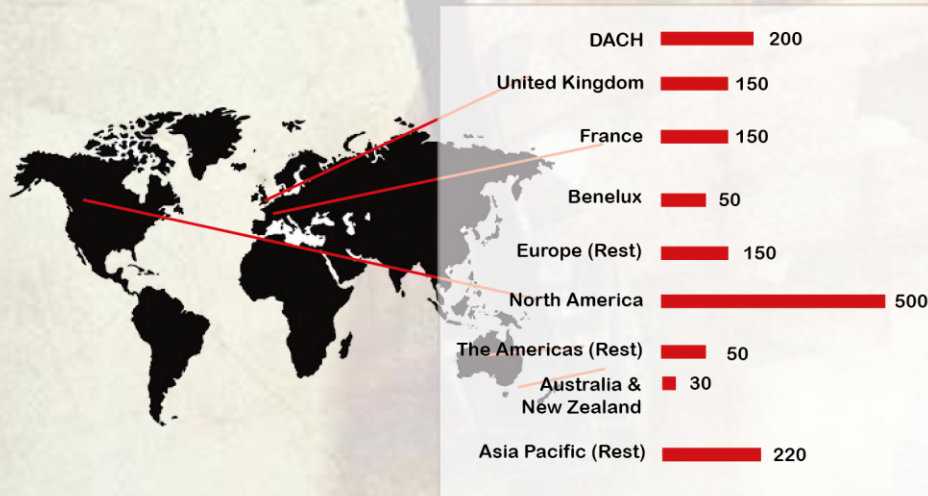Always keeping you informed

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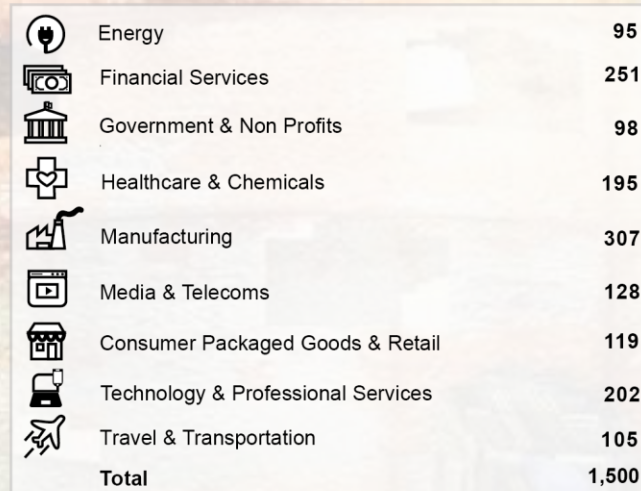Research Director
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THE VENDOR SELECTION MATRIX™ METHODOLOGY

COUNTRY BREAKDOWN

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

INDUSTRY BREAKDOWN

Industry	Value
Energy	95
Financial Services	251
Government & Non Profits	98
Healthcare & Chemicals	195
Manufacturing	307
Media & Telecoms	128
Consumer Packaged Goods & Retail	119
Technology & Professional Services	202
Travel & Transportation	105
Total	**1,500**

RESEARCH FACTS

100,000⁺ Data Points

1,500 Business Managers

TOP 20 Vendors

20⁺ Reports in 2019

40% Analyst's Opinion

60% Survey Results

COMPANY SIZE BREAKDOWN

(Revenue more than € 250 million)

Headcount	Value
>2,500	248
2,500 - 5,000	325
5,000 - 10,000	319
10,000 - 50,000	496
< 50,000	112

Headcount

JOB TITLE BREAKDOWN

Job Title	Value
VP Marketing	214
VP Sales	193
CMO	154
VP Channel Management	151
CEO	132
VP Partner Management	114
Partner Sales Manager	97
Channel Marketing Manager	89
Partner Marketing Manager	84
Channel Sales Manager	73
VP Strategy	62
BU Marketing Manager	56
General Manager	39
CFO	16
Supply Manager	12
Others	14
Total	**1,500**

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WHAT TOOLS DO YOU USE TO CREATE THE VENDOR SHORTLIST?

Tool	Percentage
Vendor Comparisons (MQ/Wave/Vendor Selection Matrix™)	20.1%
Press (Print and Online)	16.2%
Peer Contacts	15.6%
Vendor Information	11.9%
Social Media	11.6%
Webinars	10.1%
Events and Conferences	5.3%
Vendor Presales	4.2%
Case Studies	3.7%
Others/Don't know	1.3%

Decision Makers use a **mix** of **traditional** & **online** tools to create vendor shorlists

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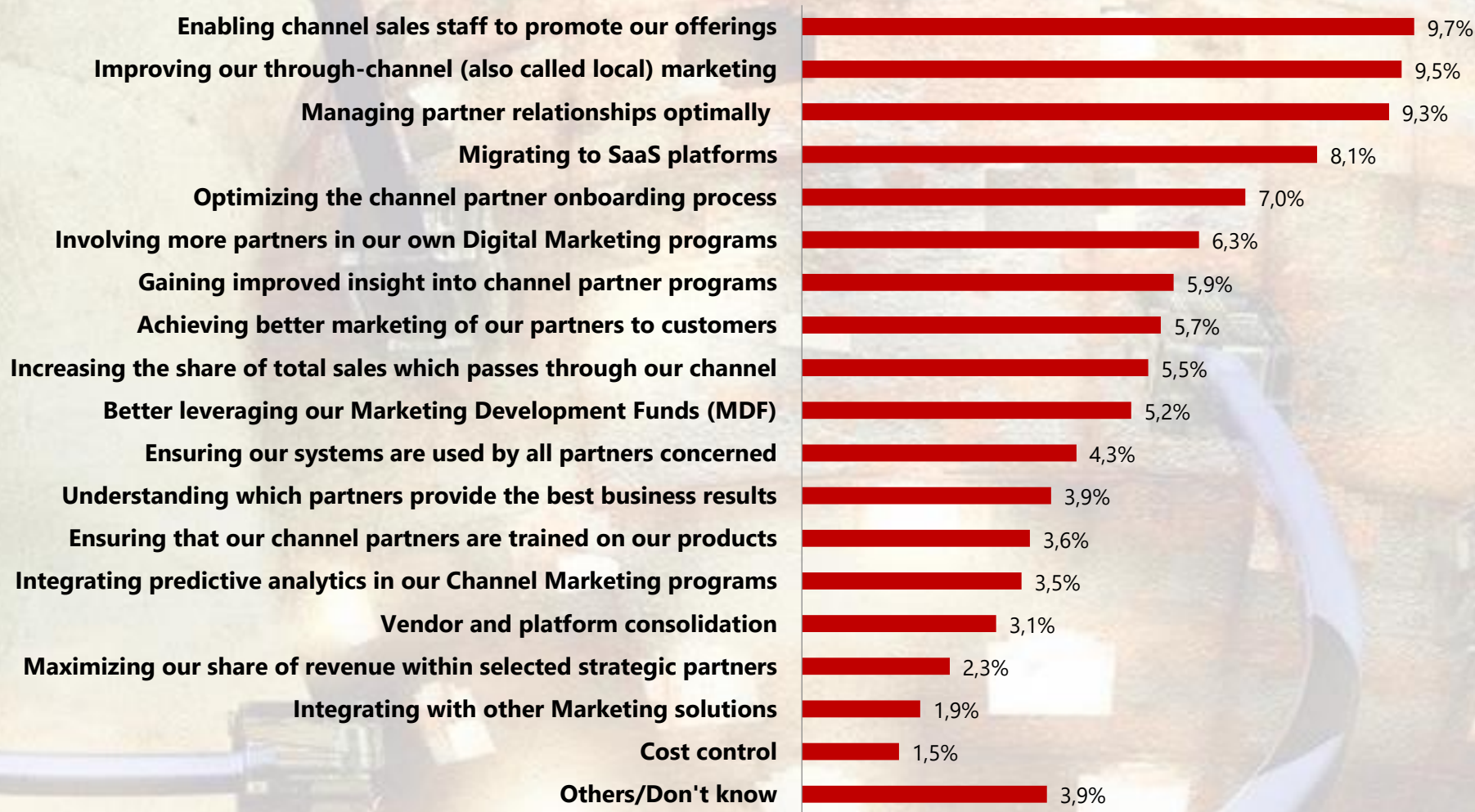vendor selection matrix

WHAT IS CHANNEL MARKETING AND ENABLEMENT?

- The Channel Marketing and Enablement processes cover the tasks involved for a manufacturer or vendor 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.

    - **Channel Marketing (TCMA)**. Channel marketing is brand and asset management; where programs, promotions and leads are managed both down and up the channel. Channel marketing is also known as Local or Distributed Marketing or Through Channel Marketing Automation (TCMA).

    - Often, the channel is closely linked to the vendor as geographic subsidiaries, or as exclusive distributors or agents.

    - Channel Enablement (PRM). Vendors distributing via independent partners have more complex challenges. They must also manage processes around the partner relationship itself: recruitment, registration and classification, contractual details, information exchange, and more. This process family is known Partner Relationship Management (PRM), as it has many similarities with CRM.

    - Increasingly, channel marketers want to include marketing processes into their PRM project requirements so they can enable their marketing colleagues in the partner organizations to leverage the same content and programs that they use in their direct marketing.

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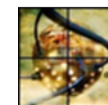
RESEARCH: WHAT IS YOUR NUMBER ONE INVESTMENT AREA IN THE CHANNEL MARKETING/ENABLEMENT SPACE FOR 2019?

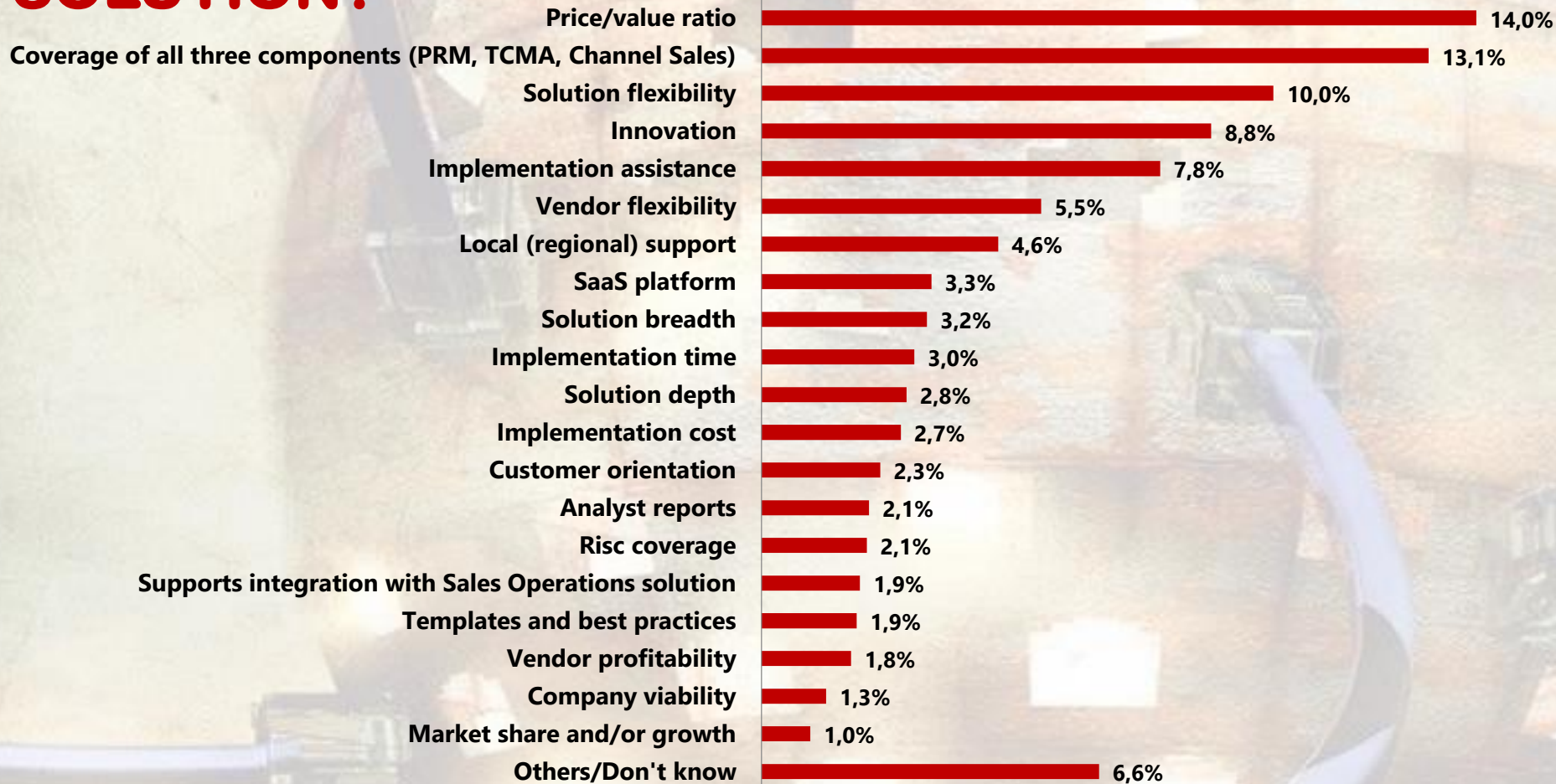| Investment Area	%
Enabling channel sales staff to promote our offerings	9,7%
Improving our through-channel (also called local) marketing	9,5%
Managing partner relationships optimally	9,3%
Migrating to SaaS platforms	8,1%
Optimizing the channel partner onboarding process	7,0%
Involving more partners in our own Digital Marketing programs	6,3%
Gaining improved insight into channel partner programs	5,9%
Achieving better marketing of our partners to customers	5,7%
Increasing the share of total sales which passes through our channel	5,5%
Better leveraging our Marketing Development Funds (MDF)	5,2%
Ensuring our systems are used by all partners concerned	4,3%
Understanding which partners provide the best business results	3,9%
Ensuring that our channel partners are trained on our products	3,6%
Integrating predictive analytics in our Channel Marketing programs	3,5%
Vendor and platform consolidation	3,1%
Maximizing our share of revenue within selected strategic partners	2,3%
Integrating with other Marketing solutions	1,9%
Cost control	1,5%
Others/Don't know	3,9%

Comments regarding Data:

- Almost equal focus on sales, marketing and business management

- SaaS migration is high

N = 1,500 Business Managers with budget responsibilities

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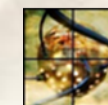
RESEARCH: WHAT ARE YOUR TOP 3 PRIORITIES WHEN CONSIDERING A CHANNEL MARKETING/ENABLEMENT SOLUTION?

Priority	%
Price/value ratio	14,0%
Coverage of all three components (PRM, TCMA, Channel Sales)	13,1%
Solution flexibility	10,0%
Innovation	8,8%
Implementation assistance	7,8%
Vendor flexibility	5,5%
Local (regional) support	4,6%
SaaS platform	3,3%
Solution breadth	3,2%
Implementation time	3,0%
Solution depth	2,8%
Implementation cost	2,7%
Customer orientation	2,3%
Analyst reports	2,1%
Risc coverage	2,1%
Supports integration with Sales Operations solution	1,9%
Templates and best practices	1,9%
Vendor profitability	1,8%
Company viability	1,3%
Market share and/or growth	1,0%
Others/Don't know	6,6%

Comments regarding Data:

- Price/value is the clear highest priority

- Buyers would like a consolidated solution

- Implementation (including operations) assistance is also high on the list
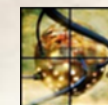
N = 1,500 Business Managers with budget responsibilities
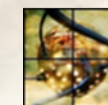
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RESEARCH: Are you planning to implement/replace parts of your Channel Marketing/Enablement solutions in the next 1 to 3 years?
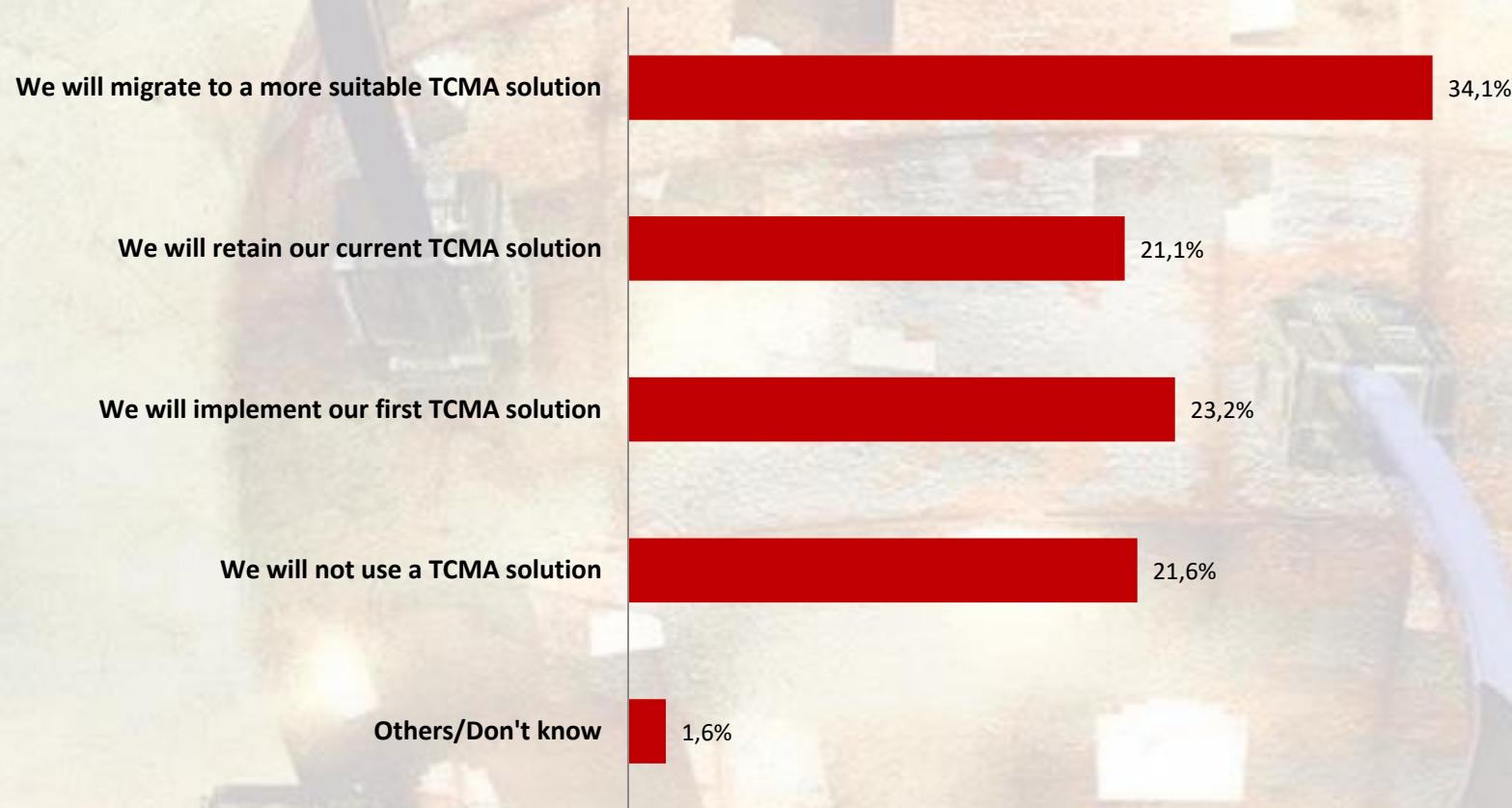

Category	Value
We will migrate to a more suitable PRM solution	29,9%
We will retain our current PRM solution	33,2%
We will implement our first PRM solution	26,5%
We will not use a PRM solution	10,3%
Others/Don't know	1,5%
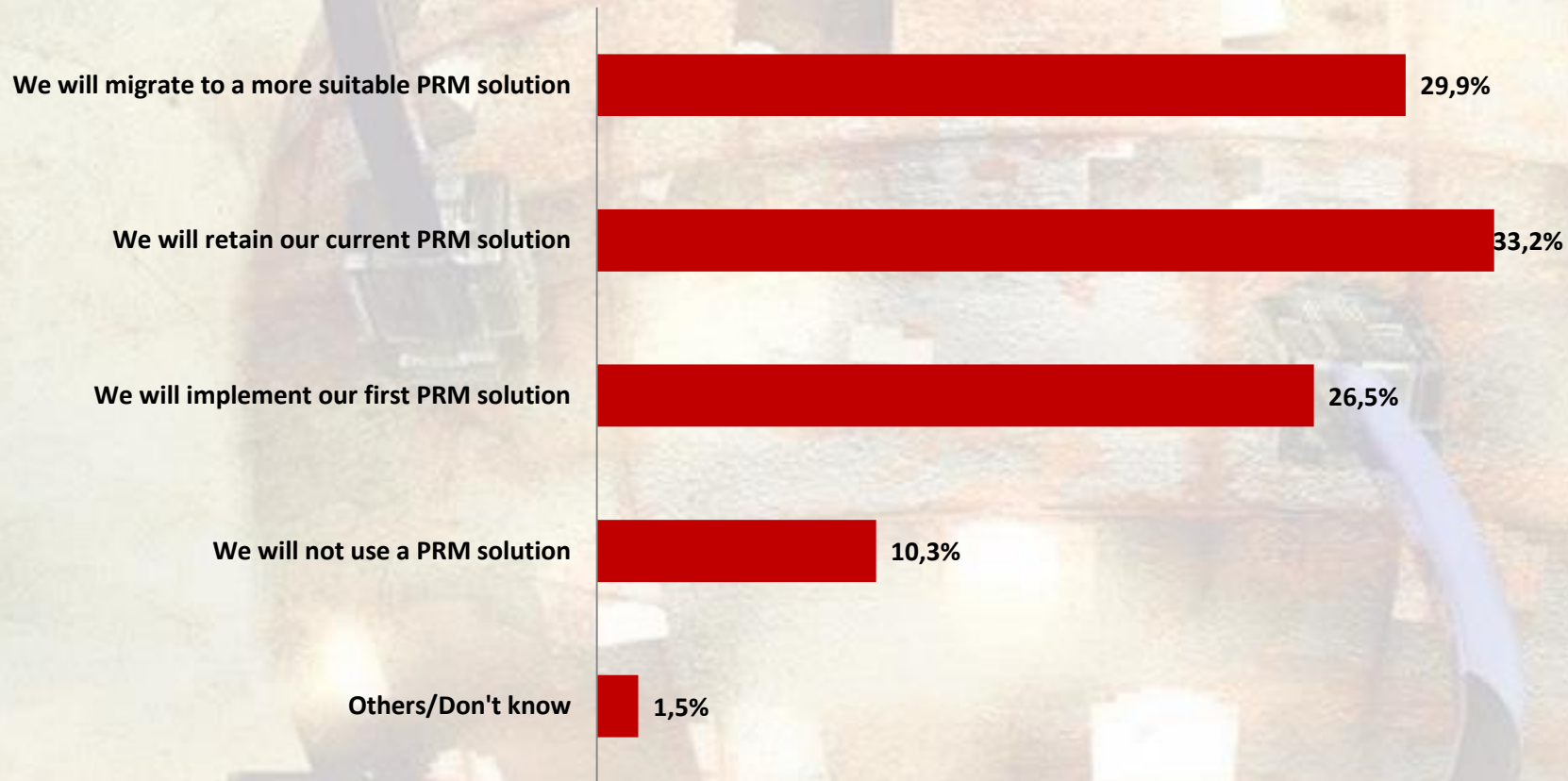
Comments regarding Data:

- 56% of companies plan to invest in a new PRM soltuion

- More than half of those will migrate from an existing solution

- Only 10% of the respondents do not need PRM

N = 1,500 Business Managers with budget responsibilities

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RESEARCH: Are you planning to implement/replace parts of your Channel Marketing/Enablement solutions in the next 1 to 3 years?

Category	Percentage
We will migrate to a more suitable TCMA solution	34,1%
We will retain our current TCMA solution	21,1%
We will implement our first TCMA solution	23,2%
We will not use a TCMA solution	21,6%
Others/Don't know	1,6%

Comments regarding Data:

- 57% of companies plan to invest in a new TCMA soltuion

- Nearly 60% of those will migrate from an existing solution

- 20% of the respondents do not need a separate TCMA solution

N = 1,500 Business Managers with budget responsibilities

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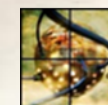
INSIGHTS: TOP MARKET TRENDS 2019 AND BEYOND

- **Channel business dynamics move from push to pull.** The traditional vendor view of their channel is of registered, enabled and incented partners pushing their products to market. Today's world of empowered buyers, digital and as-a-service product delivery disrupts this view. New types of partners are emerging that pull business, when they need it, from a vendor with little interest in product margin compensation. That relationship is loosely-coupled only, which raises challenges both for channel marketing and channel enablement processes.

- **Channel marketing, enablement and sales processes extend to commerce.** Digital business is now the norm, so both end-buyers and channel partners will expect full process support from manufacturers; from initial awareness through to the purchase-to-order and billings transactions.

- **Channel partner communities rise and fall continually.** As their buyers' profile and preferences change over time, vendors are challenged to identify relevant channel partners, even new partner categories, for their business success. This incudes influencers or advocates who do not transact directly with the vendor. Channel software platforms need to add functionality around social media linkages and community management to cover these fleeting relationships.

- **Vendor consolidation is inevitable.** The current channel software market is too fragmented. Buyers want to work with fewer vendors overall and expect their preferred channel software vendors to cover more function areas over time. Venture capital and other sources of merger and acquisition funding will support this transition and a shorter list of platform-like vendors will emerge.

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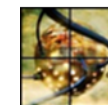
SEGMENTING THE VENDORS

- Our survey defined Channel Marketing and Enablement as: Marketing; enablement and channel sales enablement (training and certification, sales content). We asked the respondents to score the vendors they know in that overall context. The 20 vendors with highest ratings and sufficient mentions are profiled.

- Note that, as in all Vendor Selection Matrix results, the 20 vendors are not always direct competitors. Firstly, not all operate globally, so there is a clear geographic separation. Similarly, not all vendors address all industries or company-size segments. Additionally in this survey, some vendors still focus on one aspect of channel marketing and enablement only.

  - The TCMA vendors are used mostly by manufacturers with captive channels who do not generally need PRM functionalities. If they do, then often a separate PRM solution is installed.

  - Some of the PRM vendors have responded to client demand and extended their offering into marketing process automation.

- The vendor landscape which emerged from the survey has been therefore been split into three Vendor Selection Matrix™ reports for this research topic, profiling the vendors in their chosen categories:

  - **TCMA**: **The** vendors that have the heaviest focus, or focus solely, on channel marketing processes
  - **PRM**: **The** vendors that have the heaviest focus, or focus solely, on channel enablement processes
  - **CME**: **Seven** vendors servicing both channel enablement AND some marketing processes.
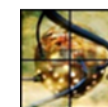
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VENDOR SELECTION MATRIX™ – CHANNEL MARKETING & ENABLEMENT SAAS AND SOFTWARE: THE TOP 20 GLOBAL VENDORS 2020

NAME (alphabetical)	PRODUCT(S)
ANSIRA	Ansira Edge Technology Suite™
BRANDMAKER	BrandMaker TCMA
BRANDMUSCLE	BrandBuilder Integrated Local Marketing Suite
BRIDGELINE DIGITAL	Unbound Product Suite
CHANNELKONNECT	ChannelKonnect PRM
CHANNELTIVITY	Channeltivity PRM
CHANNELXPERTS	ChannelPRM, ChannelOS
ELATERAL	Elateral
IMPARTNER	ImpartnerPRM, News and Social on Demand, Referral Automation Platform
MAGENTRIX	Magentrix PRM
NETSERTIVE	Distributed Marketing Platform
ORACLE	Oracle Peoplesoft Partner Relationship Management
SALESFORCE	Sales Cloud PRM
SPROUTLOUD	SproutLoud Distributed Marketing Platform
TIE KINETIX	Flow Partner Automation
WEBINFINITY	Webinfinity
ZIFT SOLUTIONS	ZiftONE, Zift PRM, Relayware

Vendors servicing primarily channel marketing:
- BRANDMAKER
- BRANDMUSCLE
- BRIDGELINE DIGITAL
- ELATERAL
- NETSERTIVE
- SPROUTLOUD

Vendors servicing primarily channel enablement:
- CHANNELKONNECT
- CHANNELTIVITY
- MAGENTRIX
- ORACLE
- SALESFORCE
- WEBFINITY

Vendors servicing both channel marketing and enablement:
- ANSIRA
- CHANNELXPERTS
- IMPARTNER
- TIE KINETIX
- ZIFT SOLUTIONS

Note: three of the top 20 vendors declined to be named and listed

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VENDOR SELECTION MATRIX™ – CHANNEL MARKETING & ENABLEMENT SAAS AND SOFTWARE: THE TOP 20 GLOBAL VENDORS 2020 - QUICK FACTS

NAME	STAFF	REVENUE (CM&E SW)	GROWTH (CM&E)	HEADLINE
ANSIRA	250	< $ 50 m	30%	A century of experience in channel marketing/enablement now in software
BRANDMAKER	170	< $ 50 m	50%	Budget/campaign/content management for complex marketing ecosystems
BRANDMUSCLE	800	< $ 200 m	30%	Established US leader for local brand/content marketing scenarios
BRIDGELINE DIGITAL	80	< $ 10 m	10%	Provides solutions that transform how brands interact with their customers
CHANNELKONNECT	100	< $ 50 m	10%	Creating tomorrow's channel today
CHANNELTIVITY	20	< $ 50 m	10%	A leading PRM Solution for tech companies
CHANNELXPERTS	20	< $ 10 m	70%	An operating system for cloud-based channel sales and marketing needs
ELATERAL	75	< $ 10 m	10%	Allows field & partners to locally adapt content and win at the point of sale
IMPARTNER	200	< $ 50 m	50%	The most complete CM&E platform around at the moment
MAGENTRIX	60	< $ 10 m	40%	An alternative to Salesforce Community Cloud due to complexity and cost
NETSERTIVE	200	< $ 100 m	10%	Delivers localized, multi-channel marketing and analytics at scale
ORACLE	137,000	< $ 100 m	10%	Integrated PRM capabilities into every part of the CRM process
SALESFORCE	35,000	< $ 100 m	10%	Provides an enhanced extension of its Community Cloud for PRM
SPROUTLOUD	200	< $ 50 m	25%	Defining the future of through-channel marketing
TIE KINETIX	115	< $ 50 m	50%	Removes boundaries for marketing, sales, and fulfillment through partners
WEBINFINITY	30	< $ 10 m	50%	Channel project experience leveraged into a next-generation PRM platform
ZIFT SOLUTIONS	200	< $ 50 m	30%	A comprehensive cloud solution for channel marketing, sales & operations

Note: three of the top 20 vendors declined to be named and listed

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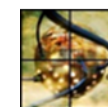
VENDOR SELECTION MATRIX™ –
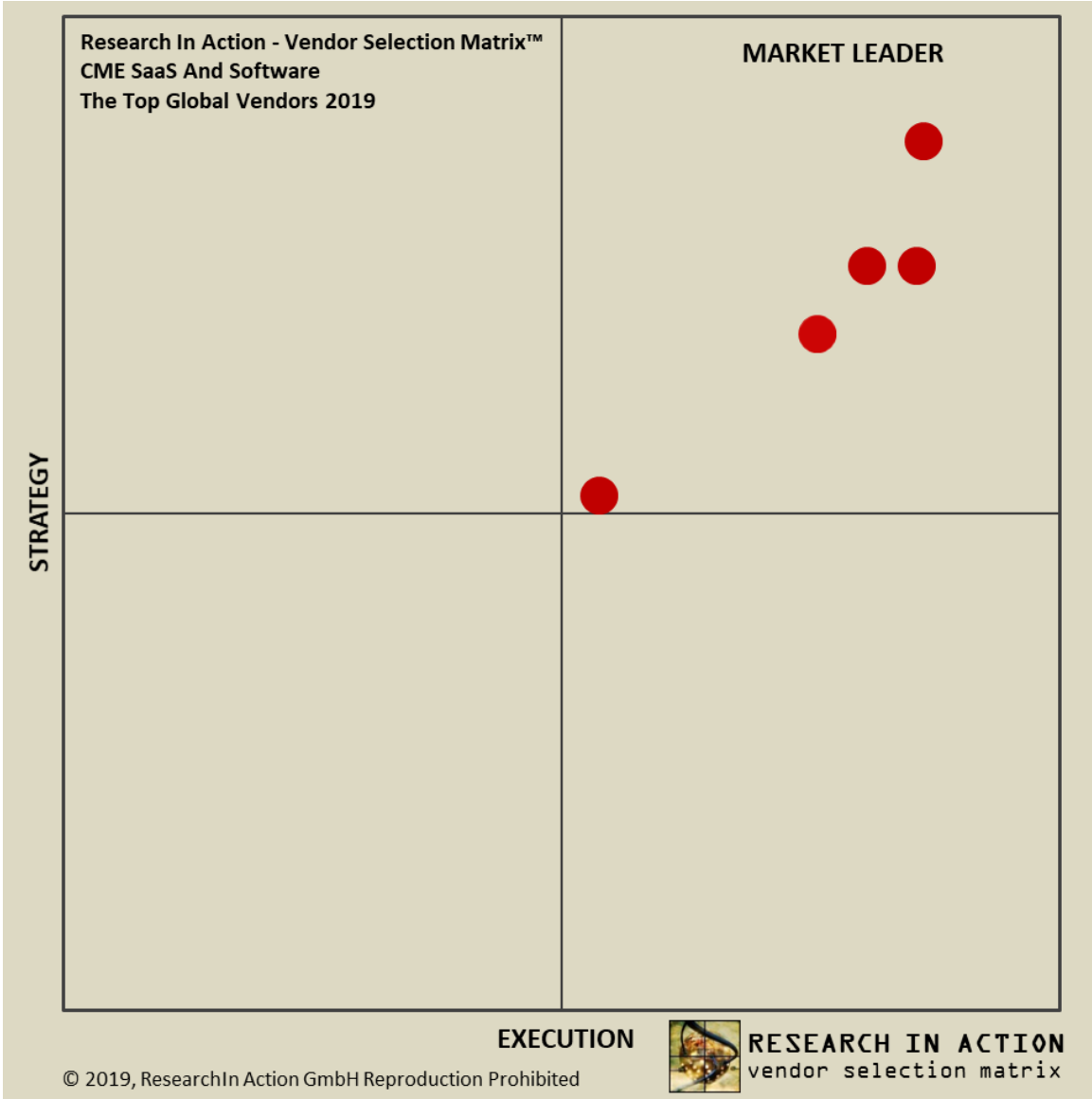# SAAS AND SOFTWARE: EVALUATION CRITERIA

STRATEGY

Vision & Go-To-Market — 30% — Does the company have a coherent vision in line with the most probable future market scenarios?
Does the go-to-market and sales strategy fit the target markets and customers?

Innovation & Partner Ecosystem — 20% — How innovative is the company?
How is the partner ecosystem organized and how effective is the partner management?

Viability & Execution Capabilities — 15% — How likely is the long-term survival of the company in this market?
Does the company have the necessary resources to execute the strategy?

Differentiation & USP — 35% — Does the solution have a Unique Selling Proposition (USP) and clear differentiators?

EXECUTION

Breadth & Depth Of Solution Offering — 30% — Does the solution cover all necessary capabilities expected by the customers?

Market Share & Growth — 15% — How big is the market share and is it growing above market rate?

Customer Satisfaction — 25% — How satisfied are customers with the solution and the vendor?

Price Versus Value Ratio — 30% — How do customers rate the relationship between the price and perceived value of the solution?

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VENDOR SELECTION MATRIX™ – CHANNEL MARKETING AND ENABLEMENT SAAS AND SOFTWARE

Research In Action - Vendor Selection Matrix™
CME SaaS And Software
The Top Global Vendors 2019

MARKET LEADER

STRATEGY

EXECUTION

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Top Six (alphabetical order)

ANSIRA
CHANNELXPERTS
IMPARTNER
TIE KINETIX
ZIFT SOLUTIONS

Note: two of the top 20 vendors declined to be named and listed
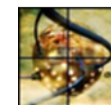
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THE RESEARCH IN ACTION GMBH VENDOR SELECTION MATRIX™ METHODOLOGY

Vendor Selection Matrix™ Disclaimer:

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