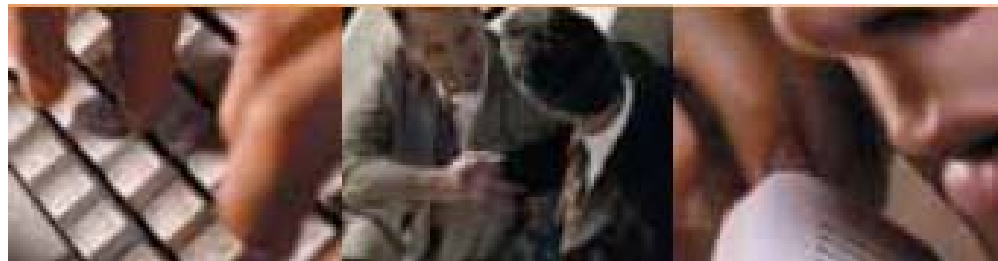


# Software Publisher/ Reseller Survey

Views and opinions of over  
100 software publishers and resellers

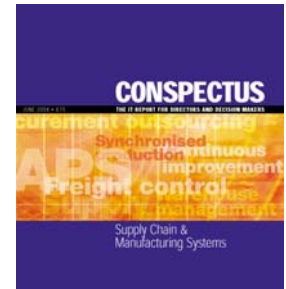
A survey undertaken by BASDA and the PMP Evaluation Centre  
for application software (click on the logo below for more information)



**CONSPECTUS**  
THE IT REPORT FOR DIRECTORS AND DECISION MAKERS

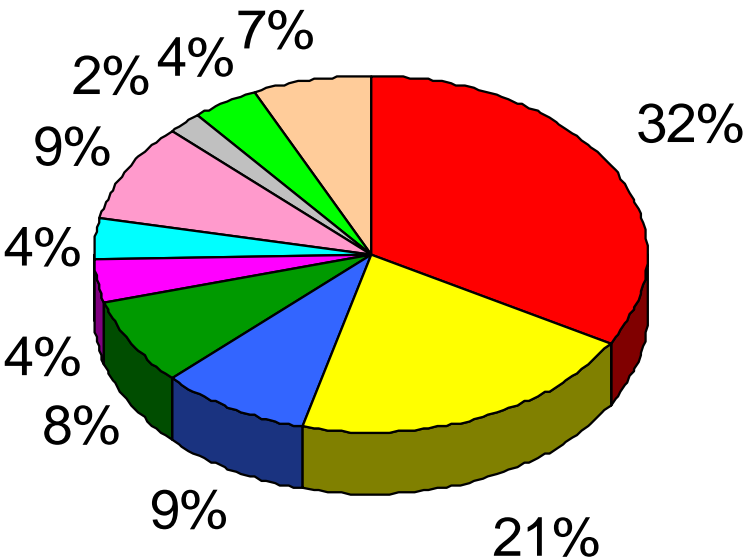
# About PMP - Group Activities

- **Publishing** - [www.pmp.co.uk](http://www.pmp.co.uk)
  - Conspectus, Management Consultants' News
- **Evaluation Centre** – [www.evaluationcentre.co.uk](http://www.evaluationcentre.co.uk)
  - On-Line Guide to Software, Services & Technology
  - Lead Generation
- **Seminars and Conferences**
  - Management Consultancies Association Annual Forum
  - Conspectus Summit
- **Market Research, Consultancy & Alliance Development**
  - Qualitative & Quantitative Research & Consultancy
  - Consultant & Partner Engagement Programme
- **Databases** (fully registered)
  - 25,000 IT Decision makers
  - 30,000 Consultants and SIs

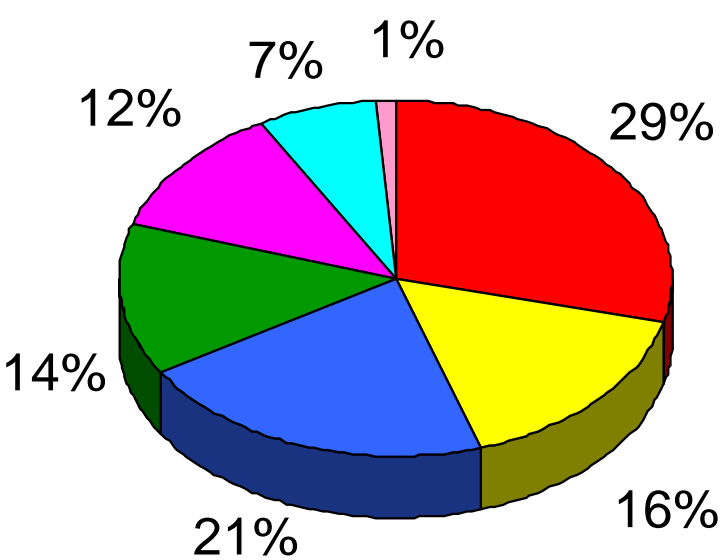


# What is the approximate annual turnover of your organisation in the UK?

# How many employees do you have in the UK?



- Less than £1m
- £1m - £3m
- £3m - £5m
- £5m - £8m
- £8m - £10m
- £10m - £20m
- £20m - £50m
- £50m - £100m
- >£100m
- Don't Know

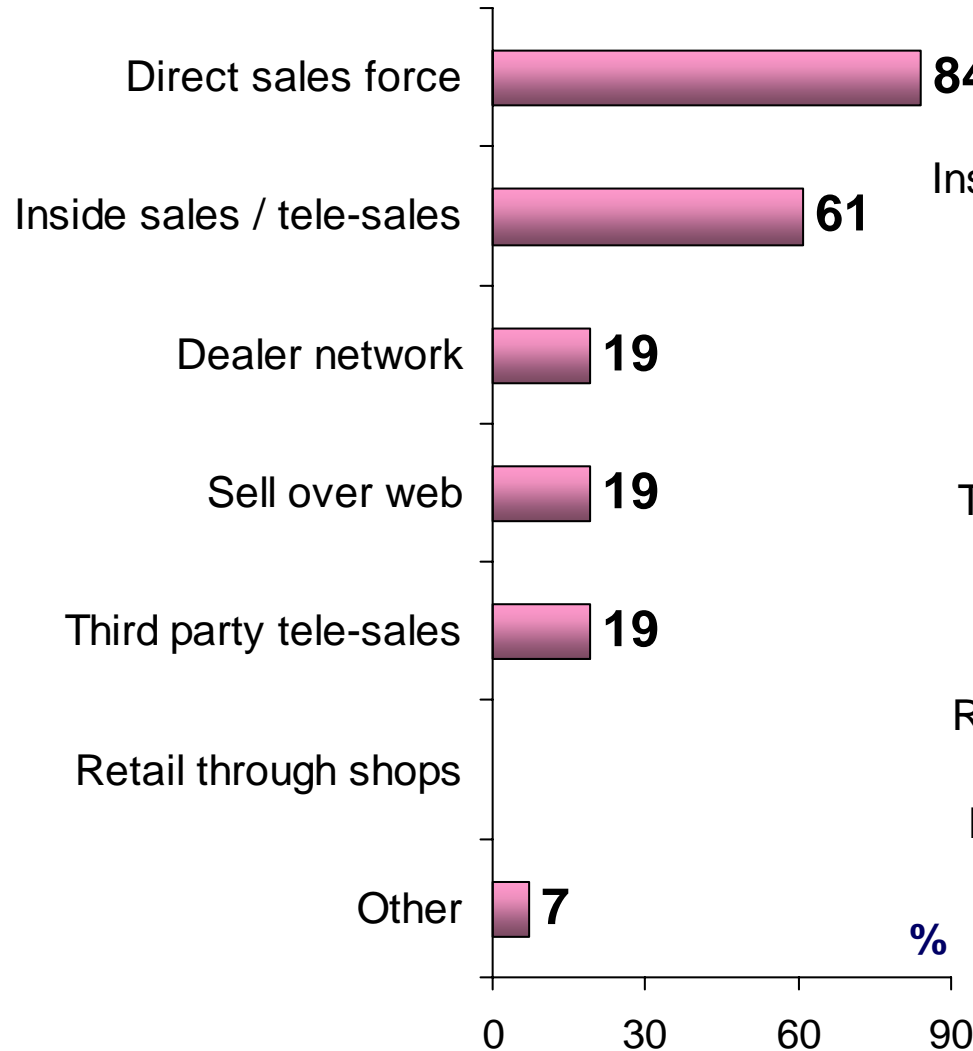


- Less than 10
- 10 - 20
- 20 - 50
- 50 - 100
- 100 - 500
- >500
- Don't know

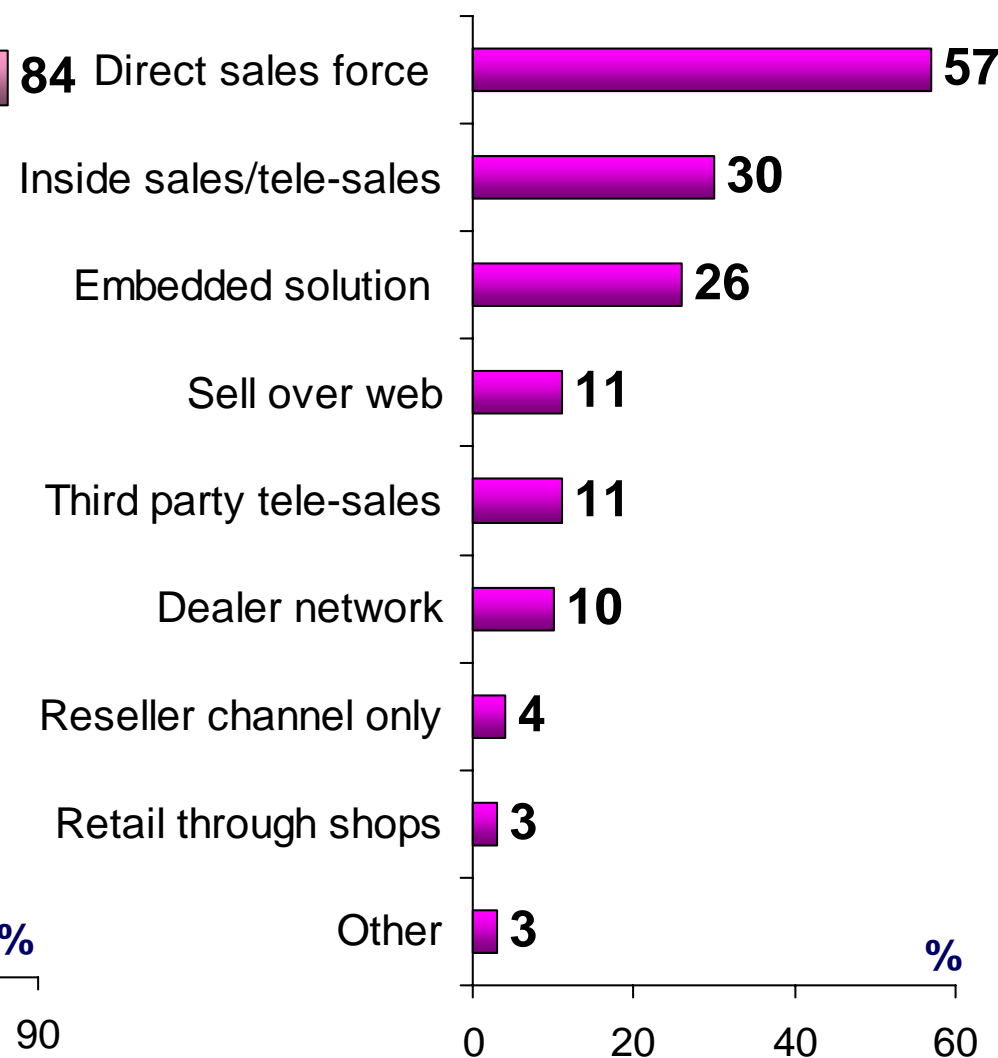
Respondents: Software Publishers 71% - Software Resellers 29%

# What routes to market does your organisation use to sell its products in the UK?

## Resellers

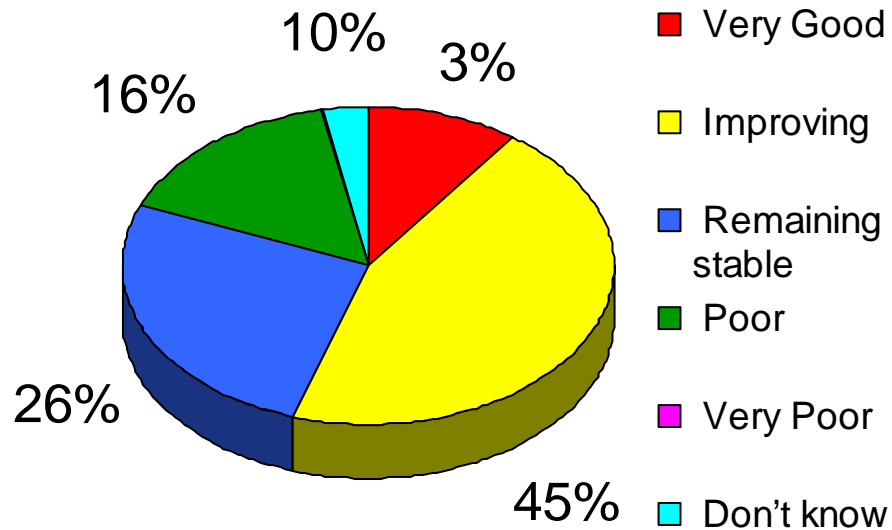


## Software Publishers

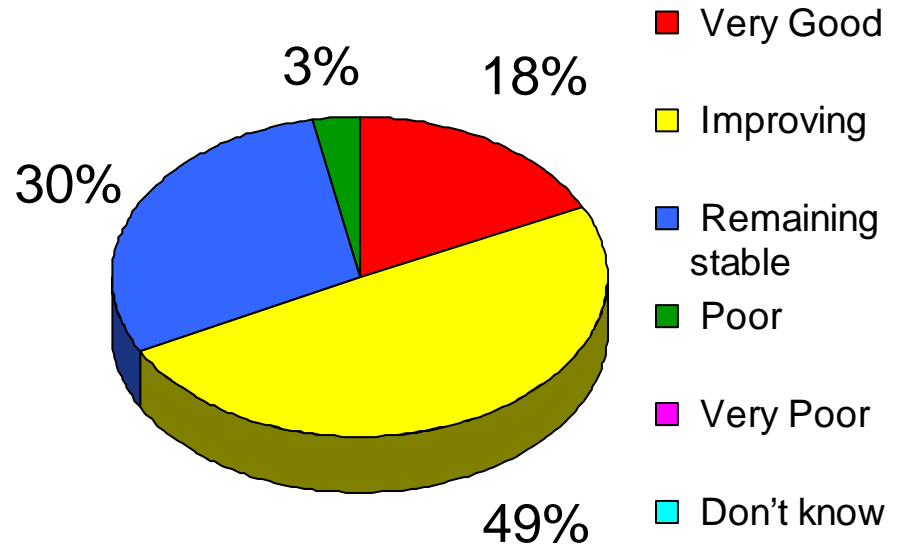


# What is your view of the current market conditions in the UK for your company?

## Software Resellers



## Software Publishers



# What is your view of the current market conditions in the UK for your company?

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- **Very Good**
  - The amount of business that we are closing both through the reseller channel and direct
  - Our sales are up, enquiries up, general good feeling from market research
  - Increased customer activity and response
- **Improving**
  - Growth in pipeline for Direct Sales and also for Indirect Sales via our network of UK resellers
  - Generally there are more prospects seeking out our organisation and our partner channel is developing well
- **Remaining Stable**
  - Whilst we have a number of potential new customers who are interested in buying our software, the lead time for them to commit is getting longer
  - Market is very competitive but customers do seem to be buying.
- **Poor**
  - Hard to get new business, increased competition from larger companies

## What are the top three 'Value Added' elements that you add to a software publisher's solution?

### Software Resellers

- Industry knowledge
- Implementation skills
- Own value added software
- Reputation /brand
- After sales support
- Sales Skills
- Hosting/ASP capability
- Geographic coverage
- Education & training skills
- Third party value added software

## What do you consider are the top three requirements for a software reseller?

### Software Publishers

- Industry knowledge
- Sales skills
- Reputation brand
- Implementation skills
- Own value added software
- After sales support
- Geographic coverage
- Education & training skills
- Third party value added software
- Hosting/ASP capability

• In perceived order of importance

## What are the top three requirements you look for when selecting a software publisher to work with?

### Software Resellers

- High quality software solution
- Industry knowledge
- Offers good commercial terms
- Strong UK brand/reputation
- Joint marketing support & funding
- Strong global brand/reputation
- After sales support to customers
- Marketing coverage provided by software publisher
- Good training for staff
- Sales incentives for staff
- UK based office & staff

## What do you consider are the top three requirements for a software reseller?

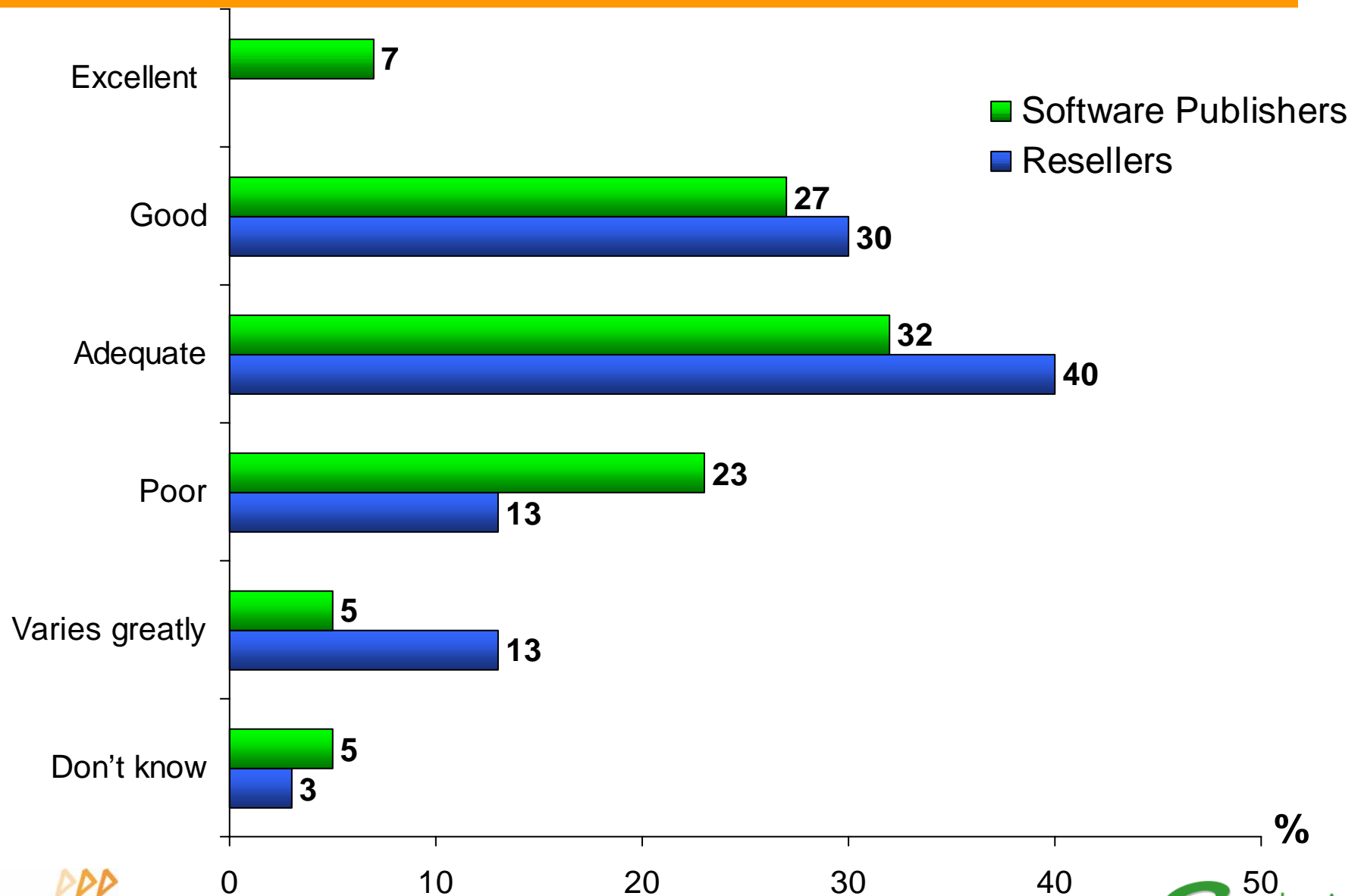
### Software Publishers

- High quality software solution
- Industry knowledge
- Offers good commercial terms
- Strong global brand/reputation
- After sales support to customers
- Joint marketing support & funding
- Strong UK brand/reputation
- Good marketing coverage provided
- UK based office & staff
- Good training for staff
- Sales incentives for reseller staff

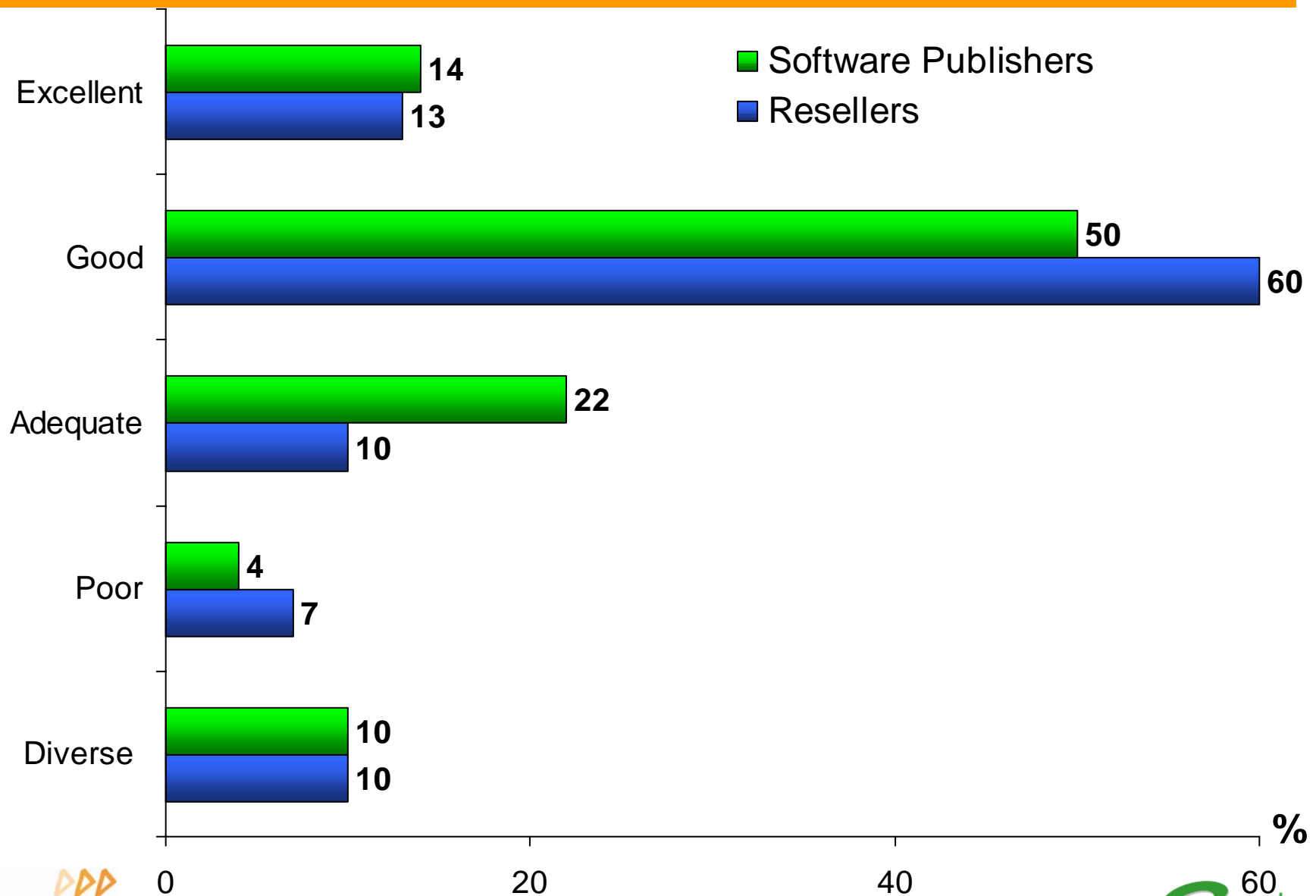
• In perceived order of importance



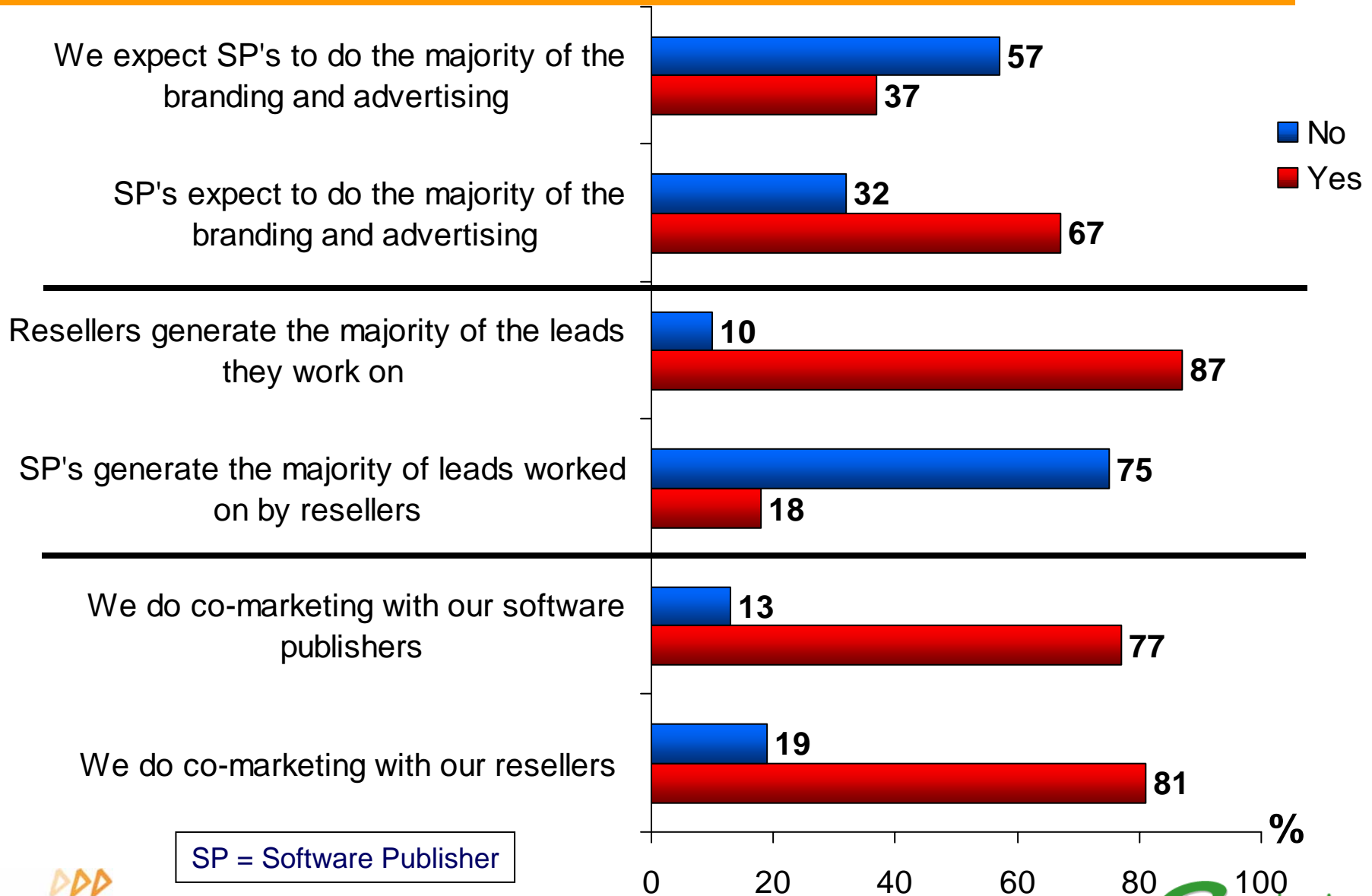
# How would you rate the effectiveness of your co-marketing?



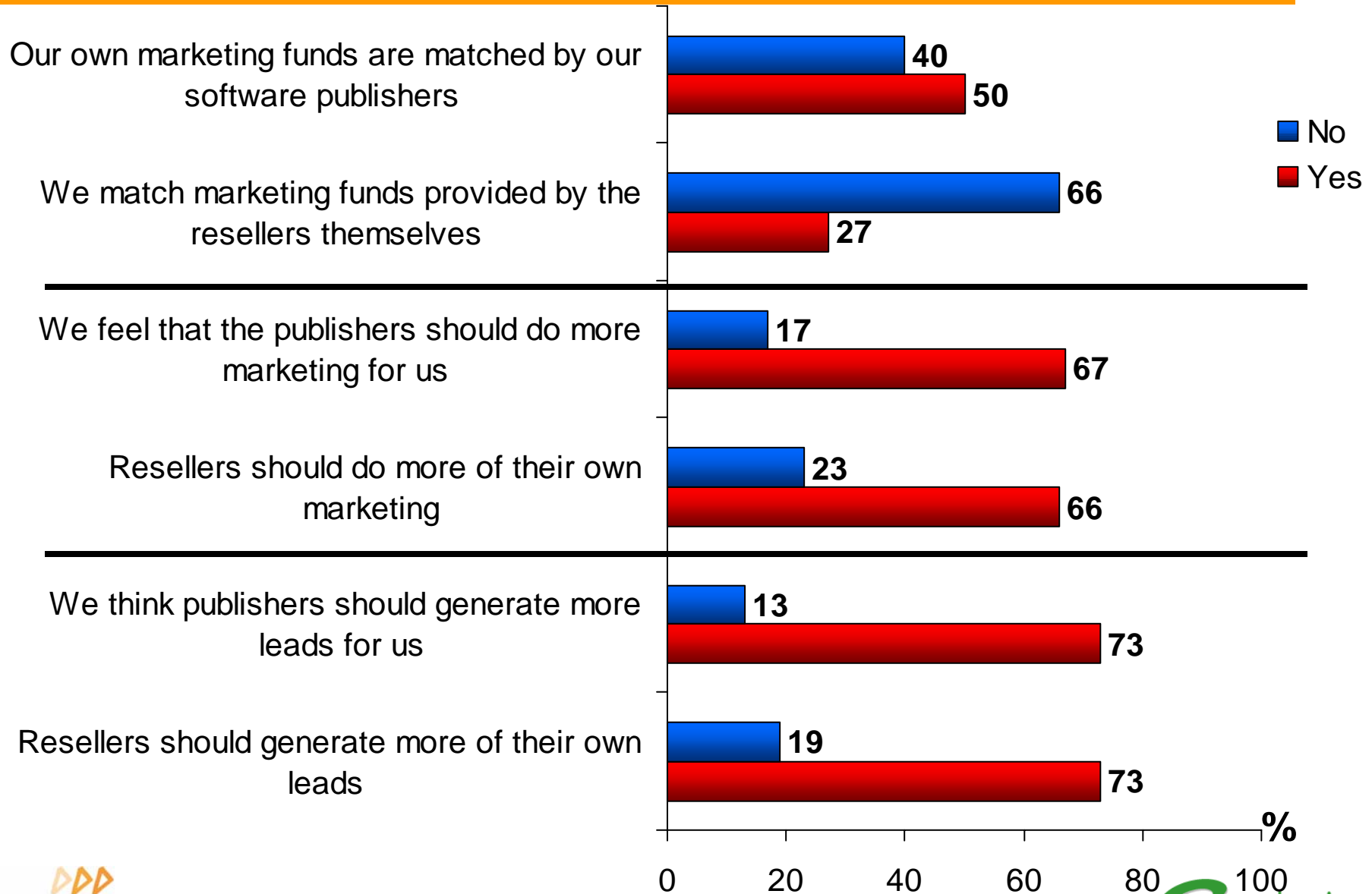
# How would you best describe your reseller/software publisher relationship?



# How would you describe your marketing relationships?



# How would you describe your marketing relationships?



# How would you improve the effectiveness of your relationship with Software Publishers?

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- Building closer working relationship
  - Better communication on a regular basis
  - Need for software publishers to understand their markets and customer requirements
  - Good account management - closer links and support on sales
  - Clear joint proposition to customers
  - More strategic relationship
- Market Development
  - Joint partnership/marketing developments
  - Better product positioning statements and roadmaps
- Resolve conflicts with direct sales force
  - clear distinction between reseller and direct sales force leads/accounts
  - wary of putting more investment into selling products
- Improved level of technical support
  - better and more accessible real technical links

# How would you improve the effectiveness of your relationship with Resellers?

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- Improved communication
  - more visibility of opportunities/better reporting
  - regular account reviews
  - regular communication/reseller meetings
  - relevant information effectively disseminated to resellers
- Better training for resellers
  - more staff trained effectively in products
  - improved knowledge of products
- Improved marketing capability in channel
  - More marketing spend and joint marketing with channel
  - Better partner web site facilities
  - Reseller commitment to marketing
  - Be more proactive and focussed on selling software

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