

Mindshare 1.0 and 4.0

Key challenges facing channel GTM models

55%

channel partners not committed or not loyal to Vendor *

25%

channel partners should be replaced

62%

channels uncommitted or conflicted

Typical Challenges Include:

- | | |
|-------------------------------------|--|
| ✓ Partner recruitment and retention | ✓ Knowledge of partners profit models |
| ✓ Partner enablement | ✓ Effective account/partner management |
| ✓ Services development | ✓ Channel demand creation |
| ✓ Lack of business model alignment | ✓ Poor partner self sufficiency |
| ✓ How to create skilled partners | ✓ Insightful competitor information |

“Channel Mindshare” is proven to address many of these problems

What is Channel Mindshare?

23

behavioural attributes based on from 10 years research*

Mindshare 1.0

The Mindshare 1.0 model was developed from extensive academic research and provides a means of measuring the health of partner relationships.

To provide a diagnostic Mindshare score, 23 key behavioural attributes (incorporating communication, trust, commitment and conflict) are considered. These paint a picture of the strength and quality of the relationships at play between partners - a key factor in determining their success or failure. The model maps these behavioural attributes, and applies analytics to generate a final Mindshare score, which can be used for external understanding, competitor analysis, internal insight and to drive change.

This adaptable methodology has successfully examined over 10,000 partnerships, across multiple geographies. The model - which utilises a combination of surveying and interview techniques, underpinned by sophisticated statistical analysis to produce a customised report - works in marketing channels and strategic alliances, as well as supply chain partnerships, and has been adopted by leading IT vendors as the basis for channel development.

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Partner Types based on analysis of 10,000 relationships

5

Channel Identities emerge from partner types

Mindshare 4.0

Mindshare 4.0 was developed to be used in conjunction with the findings of Mindshare 1.0, and offers the opportunity to achieve advanced understanding of the potential for wider strategic improvements within a business.

In the Mindshare 4.0, 9 clear and consistent partner types emerge. Each has its own defining characteristics, and resultant impact upon the businesses that they are affiliated with. Utilising Mindshare 4.0, these nine partner types cluster into five distinct channel identities, ranging from “Uncommitted” to “Overinvested”.

The 5 channels are defined by how many of each partner type a business finds itself working with. The channel efficiency can then be evaluated and optimised by initiating informed strategic improvements. Where Mindshare 1.0 tells you *how well* you are dealing with partners, Mindshare 4.0 tells you *how* you should be dealing with them – providing insight into their personality types and what mix will best align to your channel aims. A combination of the sophisticated, customised reporting and unique workshop methodologies provided by Rootsquared ensures that a clear agenda for change and improvement is laid out and actioned.

Why is Channel Mindshare important?

15%

performance improvement
from above average
mindshare*

Can allow detailed
analysis of NPS and
corrective action

80%

Mindshare over 80%
gives significant
purchasing increase

Base level Improvements

- ✓ Moving a channel from average mindshare (65-70%) to above average (80-85%) delivers 15% performance improvement
- ✓ Mindshare scores of below 60% equate to falling level of purchases
- ✓ Mindshare scores of over 80% lead to significantly increased purchasing
- ✓ Apply our unique database of behavioural improvement solutions
- ✓ Mindshare has a direct read over to NPS allowing both to be used to plan changes

Having quantifiable metrics and applying them to select and deliver targeted improvement makes it easier to create the business case for investments

Competitive Advantage

- Each program of mindshare provides critical insights
- How does your channel performance compare to key competitors?
- How are resellers responding to your initiatives over time?
- What has been the impact of competitors channel initiatives?
- How well aligned are the views of your channel organisation and those of the resellers?
- How does your performance compare to best in class?

The understanding provided by measuring and monitoring mindshare allows you to decide where to most effectively invest in order to gain a competitive edge

What will rootsquared give you?

Unique tools created with academic rigor and tested in 10,000 cases

Over 80 years experience running channel businesses

Insight and recommendations designed for action

Our outputs will show you:

- How to structure your channel mix of partners to fit your business aims?
- How to identify where to divest, nurture, protect and restructure?
- How do you resellers respond to your initiatives?
- How well aligned are the views of the channel organisation and those of the reseller?
- How your competitor's channels compare to yours?
- How does your performance compare to best in class?
- Where your approaches are strong or weak, competitive or at risk?

Our unique database of behavioural improvement solutions will help determine direction and support your decision on strategic investments and priorities