

Project:

Channel Partner Research

Research Type:

Qualitative

Sector:

IT
CAD/CAM/PLM

Client:

Goran Borjesson
Global Launch
Manager, Autodesk

Country/Region:

Worldwide
(US, Canada, UK,
France, Germany,
Spain, Mexico,
Argentina, Russia,
Japan, China.)



Autodesk is a fully diversified software company that provides targeted solutions for creating, managing and sharing digital assets.

Business Challenge



Goran Borjesson, the Global Launch Manager for Autodesk, is responsible for the management of vast quantities of communication materials relating to new product launches to internal Autodesk personnel and channel partners all over the world. Internal research demonstrated that communication did not always meet the needs of the target audience.

Autodesk commissioned Business Advantage to undertake an audit of their global communication delivery process between key internal employees and their channel partners, in order to understand where communication breakdowns existed and how they could be resolved.

In addition, training requirements needed to improve the communication process were identified.

Methodology

Business Advantage mapped out the communication chain, before carrying out in-depth interviews with both internal employees and channel partners. The research covered several geographical regions including: US, Canada, UK, France, Germany, Spain, Mexico, Argentina, Russia, Japan and China. These interviews were conducted by telephone in local languages.



Goran commented:

*“We already knew we had communication breakdown issues, Business Advantage helped us understand exactly **where** in our communication chain these breakdowns occurred.*

I liked working with Business Advantage, they are a hard working professional team who are passionate about their results, what they presented mattered to them, I liked that.”



Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.

Why choose Business Advantage?

Goran commented:

“Business Advantage were recommended by colleagues. From initial discussions it was obvious that there was a good rapport, they were competitively priced and because they have developed a long term relationship with Autodesk they have excellent knowledge of Autodesk’s operations.



Business Advantage also had the international research capabilities required for this project which covered APAC, US and Europe. The fact that Business Advantage were based in Europe was helpful to us, Europe is a collection of many markets, and Business Advantage had a very good understanding of the problems there.

Business Advantage would definitely be considered as a supplier for future projects and therefore be invited to tender. We had a very good relationship, Business Advantage know their business.”

For further information on this case study please contact:

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What Impact did the result have on your business?

Goran explained what changes would be implemented following the research:

“In the short term we have developed a new method to ensure partners know about the deliverables available to them in good time before partner briefings.

In the long term, we plan to fine-tune the entire communication chain and provide better support to individuals within training/communication roles.

These changes will result in a better understanding of our products and speed up the product launch process.”

