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**Project:**

International  
Channel  
Development

**Country/Region:**

South America

**Sector:**

Media – TV

**Client:**

Petr Mozný, Sales  
Manager, MIS TV,  
Czech Republic

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MIS TV is an independent software developer with particular focus on complete solutions for media sellers and TV Broadcasters. Their market position is well established after 16 years on the international market

[www.mistv.eu](http://www.mistv.eu)

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**MIS Channel Research and Recruitment**

**Business Challenge**

*"MIS TV provides software solutions that help media sellers and TV Broadcasters manage commercial advertising sales and program scheduling. MIS TV wanted to expand their reach in different parts of the world by recruiting suitable partners, to begin with in Argentina and Paraguay."*

Petr Mozný, Sales Manager, MIS TV, Czech Republic

**Solution—why choose Business Advantage?**

*"We had previously recruited partners in India ourselves but had a low ROI. That experience prompted us to try a different approach in South America. I talked to several companies that indicated they could help us with search tools but I was not convinced their approaches would work. I met Business Advantage (BA) at IBC and their approach sounded far more thorough and interesting, plus BA had already completed some 60 dedicated channel recruitment projects and hundreds more that involved channels as part of a wider project for many leading technology vendors. We chose to work with BA because of that international experience, knowledge, contacts, language skills, access to the market through their own database references, as well as their research methodology and the professionalism of their approach."*

*This project was my first with BA and likely will be the first of many as it was so successful! We started with a briefing call in which we demonstrated the product, explained the business model, the target customer profile and the target profile or persona of the partners we were seeking. We were delighted at the high level of skill in the BA team, how quickly they understood our business and product. BA then created a ranked list of potential partners via secondary research and we then, jointly, created a short list that BA targeted for direct research and interviewing. Right from the very first prospect they introduced us to, they were right on target with the candidates."*

*The project involved considerable collaboration between me and the BA team. The BA project management was excellent – the working relationship could not have been improved – at no time did I feel blind to what was going on, as BA informed me as soon as they found each prospect."*



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

**Results— what impact did the results have on your business?**

*"BA recruited exactly the number of partners they promised so exactly met the expectation they set. However I can say I was pleasantly surprised because I feel we got more than we expected. The unexpected benefits were the amount of my time saved because I could depend on BA and the costs saved because I did not need to hire channel recruitment staff. I can say that I do not know of a better or more efficient way to find and recruit international partners.*

*It's too early to yet know the long term success we will achieve with the recruited partners but we were extremely satisfied by the excellent success achieved so far. The project was also delivered on time and on budget. I can highly recommend BA.*

*We are planning our next international channel recruitment project and are very likely to be using BA again!*

**For further information please contact:**

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