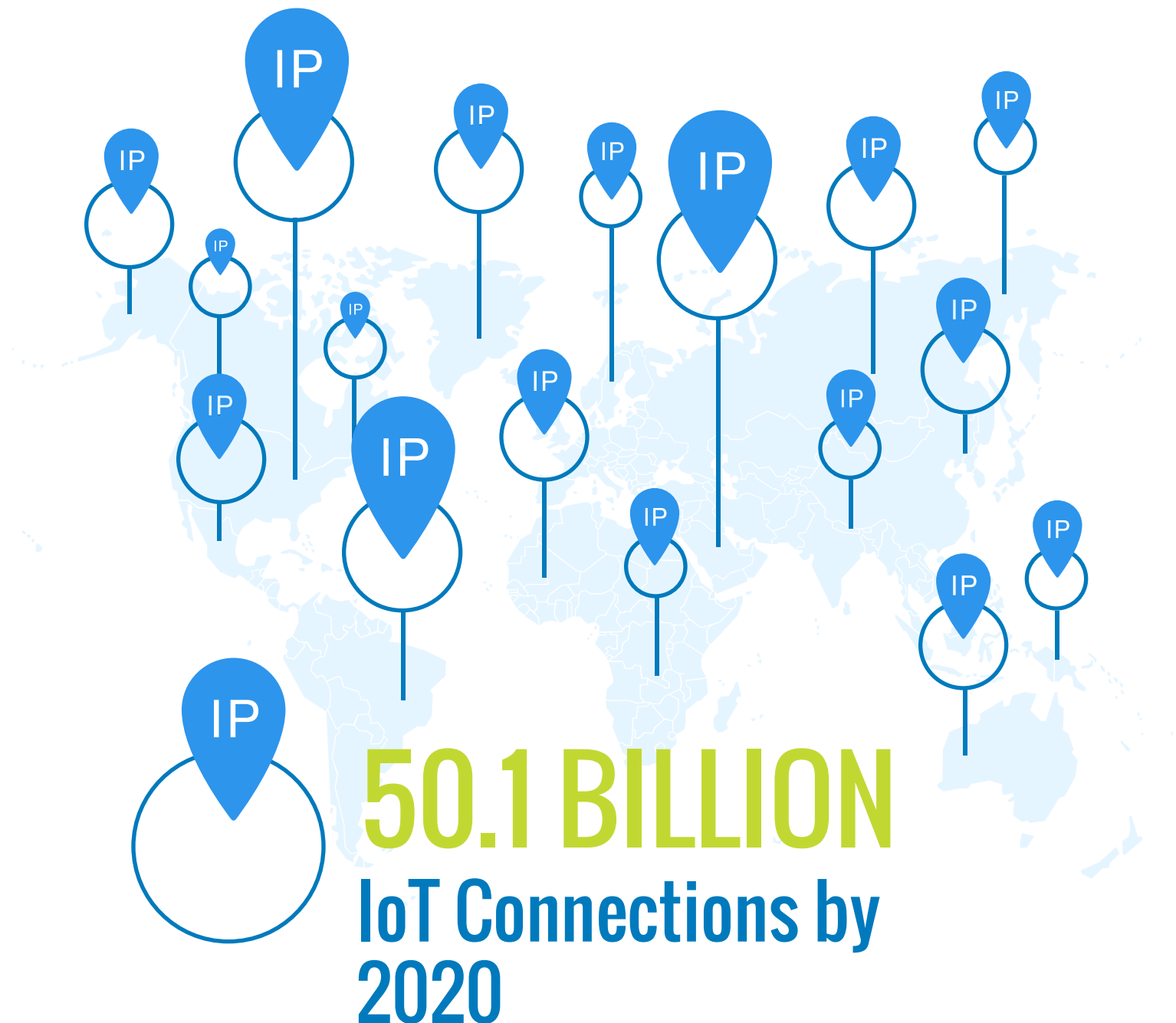




# DEFINING THE VALUE OF DISTRIBUTION FOR THE INTERNET OF THINGS



It has never been more important to understand the value of distribution and channel in the growing IoT. The number of “things” connected to the Internet will reach 50.1 billion by 2020, according to CompTIA.



# VALUE-ADDED DISTRIBUTION

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Distribution can be simply defined as storage, transport, and financing of goods and/or services. However, in the fast-paced arena of IoT, the value-add is what fuels the growth. Consider three simple factors when evaluating a distribution partner.



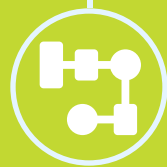
## DEMAND CREATION

UNDERSTANDING CO-INVESTMENT IN SELLING



## PRODUCT EXPERTISE

SELLING THE RIGHT TECHNOLOGY



## PROGRAM MANAGEMENT

THIS IS NOT A "ONE SIZE FITS ALL" BUSINESS

# DEMAND CREATION

## CO-INVESTMENT SELLING

Too often distributors burden their channel partners with all the demand creation responsibilities. Growth in the high-technology space requires dedicated investment at all levels of the eco-system, including distribution. Additionally, this investment should not be comprised of high-priced, overly-broad marketing campaigns, but rather targeted messaging that resonates with specific audiences. Mutual investment is needed to nurture and grow the existing customer base, and add new customers.

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### NURTURE

DEVELOP YOUR EXISTING CUSTOMER BASE WITH TAILORED MESSAGING

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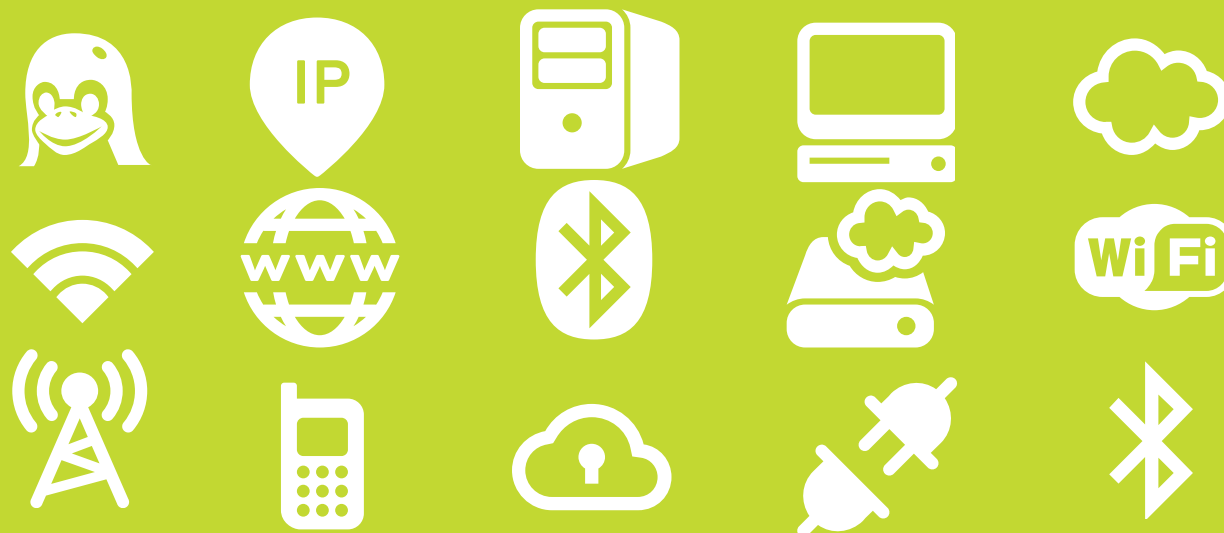


### AMPLIFY

ATTRACT NEW CUSTOMERS WITH SPECIFIC MESSAGING AND CALLS TO ACTION

# PRODUCT EXPERTISE

Given the complexity of the IoT marketplace, product expertise is critical, from pre-sale consultation to post-sale support, and everything in-between. Value-added distributors have extensive product knowledge, and invest in training and continuing education for their teams, and their channel partners.



## EDUCATED STAFF & VALUABLE SALES TOOLS



INSIDE & OUTSIDE SALES TEAMS



FIELD SALES ENGINEERING



COLLABORATIVE SALES TOOLS

## COMPREHENSIVE PRE & POST SALE TECHNICAL SUPPORT



IN-HOUSE TECHNICAL RESOURCES



TIER 1, 2, 3 TECHNICAL SUPPORT



MANUFACTURER TRAINED & CERTIFIED



DEDICATED PRODUCT LINE MANAGEMENT

## VALUE-ADDED DISTRIBUTION HITS THE MARK

IoT technology providers are looking more and more at a focused channel strategy to ensure the highest level of sales, service, and support. Everyday additional technology players enter the fast growing IoT arena; from start-ups to known technology innovators; the needs are the same. Selling IoT solutions requires support and services; not just SKU's and savings.

*Standard distribution lacks the expertise to adequately support the Internet of Things*

### TOP THREE REASONS STANDARD DISTRIBUTORS FAIL AT IOT



**SOLUTIONS ARE NOT SKU'S**

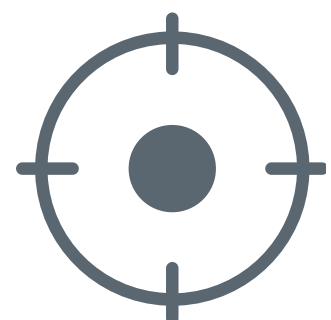
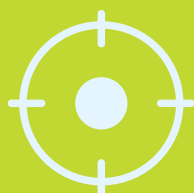


**NO UPFRONT INVESTMENT**



**COST VS VALUE-ORIENTED**

The US market has dozens of distributors that transact billions of dollars of revenue each day, but the solutions being built for IoT cannot simply "get in line" with the rest of the products they sell. These solutions have numerous technology component and service considerations.



# PROGRAM MANAGEMENT

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Defining, creating, implementing and evolving a channel management strategy is critical to any indirect sales strategy. These defined channel partner programs complimented with a superior services model, is what keeps margins intact, pricing controlled and conflict away.



**CHANNEL  
MANAGEMENT**

A DEFINED CO-SELLING STRATEGY



**SERVICES**

THIS IS NOT A  
"ONE SIZE FITS ALL" MARKET

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*Many critical Services are often overlooked  
by distribution and channel programs...*

## DISTRIBUTION REQUIRES LOGISTICS SERVICES TO SUPPORT THE CHANNEL

These are some top services considerations in effective channel management. IoT requires many services from the end user to the channel partners.



### PROCESS SERVICES

Enables logistics required to execute complex solutions and buying programs.



### SOLUTION SERVICES

IoT applications have unique service requirements from sim installation, activations, kitting and provisioning.



### INVENTORY

Inventory management in IoT is around managing to the program, and partner needs. Not the churn algorithm!



### IN TIME DELIVERY

True value in distribution is delivering at the time of need, which many times is same day.



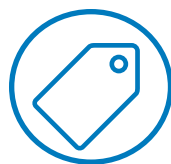
### SUPPORT

Support services are critical in pre-sales and post-sale decisions and maintenance.



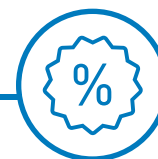
### WARRANTY

Effectively manage warranty and replacement programs through channel programs.



### PRICE PROTECTION

Careful alignment of channel programs and pricing is critical to adequate price protection for all parties involved in supply chain for IoT.



### SHIP / DEBIT / REBATE

Registration and rebate management can risk pricing, margin, and cash flow. Specific programs are required to manage this.



Established in 2001 and based in Minneapolis, GetWireless is a rapidly growing, award-winning Value-Added Distributor of cutting-edge IOT Connectivity Solutions with channel partners across the country, including Value-Added Resellers, OEM's and Solution Providers.



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