



VERIZON COMMUNICATIONS Case Study

Business Opportunity

Verizon Communications identified two important business priorities related to their small business market. First, they needed to increase the number and quality of Value Added Resellers (VARs) serving this market in the Eastern US. Second, they wanted to discover the key market, competitive, brand, and distribution channel challenges that they would face as they opened up new geographic markets in the Mid-West and Western US. Overall, Verizon felt the need to enhance their customer acquisition prowess and provide better service to existing customers through their VARs.

Strategy

Savatar collaborated with Verizon to address these important business issues using a two-phase approach. In Phase I, we developed a profile of the "ideal" VAR covering a range of attributes like size, market served, technical expertise, etc. In Phase II, we identified specific potential VARs who had attributes of their successful partners. We also identified and prioritized Verizon's needs for the western market expansion.

Tactics

In Phase I, Savatar interviewed top performing eastern VARs in Verizon's agent program. Our interviews focused on the VARs' sales approach and product offering. Through these interviews, Savatar was able to identify the characteristics of successful VARs and develop screening criteria for new VARs. In Phase II, we leveraged key insights gained from Phase I and added primary and secondary research to identify prospective VAR partners. In addition, Savatar evaluated Verizon's brand strengths using BrandZ, a proprietary tool that measures a brand's positive and negative attributes, and leveraged the learning gained in Phase I to outline Mid-West and West expansion challenges and develop a go-to-market strategy and game plan.

Results

Savatar provided Verizon with over 250 names of pre-qualified VARs in the East. Additionally, Savatar identified current and future market threats and opportunities, and developed strategies to combat threats and fully exploit opportunities in the East and the new western markets.