

CASE STUDY: PARTNER IDENTIFICATION & SELECTION



FrontierView's approach identified the distributor that could best help Company Alpha succeed in India

CHALLENGE

Company Alpha (Alpha) needed to identify potential partners in India to distribute its medical devices. The right partner needed to have the financial strength, experience, and quality and ethical standards to help Alpha succeed in the market

APPROACH

FrontierView helped Alpha find suitable partners by:

- Selecting the most relevant capability requirements from FrontierView's Distributor Capability Evaluation Framework and aligned these to Alpha's priorities
- Developing an initial list of 50 potential candidates with information on each, including geographic coverage, current partners, and services offered. The 50 candidates were scored based on criteria agreed upon by FrontierView and Alpha
- Following this preliminary vetting, FrontierView then recommended five distributors most aligned with Alpha's needs and interviewed key stakeholders to create detailed partner profiles

RESULTS

With a clear portrait of the financial strength, experience, quality and ethical standards, capabilities, and interests of each distributor, Alpha's leadership received the information it needed to select the right distributor to help achieve its growth targets



PARTNER A PROFILE

Partner A offers a wide range of products for its customers

KEY METRICS	SCORE OUT OF 10	COMPANY OVERVIEW
Product Portfolio	10	• XX • XX • XX • XX • XX • XX • XX • XX
Market Capability	8	
# of Sales Representatives	9	
Value-add Services	9	
Financial Strength	8	
Geographical Reach	7	
Total Score	51/ 60	

CUSTOMER BASE	
	XX

CONTACT DETAILS	
HQ Address	XX
Contact Number	XX
Key Contact	XX

Company Alpha

Industry Healthcare

Geography India

Size > US\$ 2 billion

Relationship 1 year