



Your business may engage many different channels to develop business opportunities; determining whether you are leveraging the correct ones can be difficult. There is only so much time to focus on opportunities, and knowing where to apply resources is one of the most critical components of any growth strategy.

Open-i Advisors can analyze your channel effectiveness and give you clear-cut decision making tools on what you should be focusing your channel efforts on. We have the industry experience to point you in the direction of new channel opportunities, as well as building you an efficient path to success that will allow you to quickly figure out how to do more of what's working rather than maintaining the status quo.

### **Step 1: Breaking down current channels**

- What direct selling channels are you leveraging?
- What indirect channels are you utilizing?
- Are you leveraging any dual distribution channels?
- Are you using any reverse channels?

### **Step 3: Assess market opportunities**

- What channels exist in the ecosystem that you haven't explored?
- What resources are required to explore them?
- How do you run a cost/benefit analysis to determine the viability of new opportunities?

### **Step 2: Measuring their effectiveness**

- How have you quantified the effectiveness of your efforts?
- Is there an existing unified measurement metric to assist in focusing your efforts?
- If not, can we build one to determine what to do more or less of?

### **Step 4: Strategically approach new channels**

- How do you choose what to try next?
- Can you put it through the filter of the measurement tools you have built?
- Can you pivot efficiently to ensure you're growing as fast as possible?

## **About Us**

Open-i Advisors helps businesses make smarter decisions through consulting engagements that help organizations navigate their best path to growth. Whether your organization seeks to navigate from old markets to new ones, or simply maximize its success in the Internet infrastructure market, Open-i Advisors can help.

*Put our industry experience to work for you.*

## **Contact Us**

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