



IDC CUSTOM SOLUTIONS SUCCESS STORY

Using IDC Custom Solutions to Redesign and Relaunch their Channel Partner Program

THE COMPANY

DataCore is a developer of software-defined storage based in Fort Lauderdale, Florida, United States. The company is a pioneer in the development of SAN virtualization technology and offers software-defined storage across core datacenter, edge, and cloud environments. DataCore currently has more than 800 partners and is a 100% channel organization, meaning that each lead or opportunity involves one of their partners.

THE CHALLENGE

In recent years, DataCore was struggling with their channel partner program. Their ability to run the program was no longer suitably flexible and customers were starting to look elsewhere. Senior leadership understood that this might hinder the company's natural growth and decided to prioritize the rearchitecture of the entire program.

However, in the fast-paced modern business world, time and resources are very limited, and teams often follow ideas accrued from their own experience. Despite the initial skepticism of their leadership, DataCore sought help from IDC to redesign and deliver a valuable and actionable channel partner program that would optimize and support the ecosystem and boost sales through underperforming partners, particularly those in Europe.

THE SOLUTION

DataCore engaged IDC to provide a fresh end-to-end redesign of its standardized partner program. The Custom Solutions team delivered on DataCore's request with an actionable proposal for a channel partner program with standardized rules, procedures, goals, and commercial policies. Several discovery workshops were organized to validate DataCore's partner program, both internally and against competitors, based on IDC's Partner Engagement Framework. Furthermore, the goals included empowering DataCore's partner program management team with actionable insights from the partner network and industry best practices as well as boosting loyalty in the partner ecosystem.

RESULTS

At the end of the project, DataCore's team was able to bring a full proposal for a brand-new channel partner program directly to their executive leadership team that fulfilled their internal requirements. In particular, DataCore can now adopt a standard and unbiased program focused on IDC's Partner Engagement Framework, which perfectly aligns with the effort of their internal tiger team.

The program will be officially launched in July 2025, just a few months after completion of the IDC Custom Solution project.

"I approached the project with a great deal of skepticism, uncertain whether it would meet our expectations. However, I must commend IDC for delivering results that were not only accurate but also aligned perfectly with our objectives."

Dave Zabrowski

CEO DataCore Software

"IDC evaluated DataCore's current channel program, providing well-researched and strategic recommendations that will help us optimise performance, adapt to evolving market conditions, and deliver sustained growth through our channel partners."

Amanda Bedborough

CRO DataCore Software

Learn More

[Contact IDC](#) to learn more about our Partner Engagement Framework and custom solutions capabilities

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