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Growing your Market Share in 2022

Analyst Guidance to Tech Providers

Continuing to Grow Through 2022

Organisations have relied heavily on technology to survive and succeed over the last 2 years.

Many tech providers have led the way - showing by example how strategies and technologies have to be shaped. They have also worked at improving their product and services offerings, introduced newer features and acquired companies to support market needs and grow their market share.

What should they do differently in 2022 to continue to succeed?

Ecosystm analysts think that a mere focus on products and features will not help. This is the time to focus on softer aspects such as skills, alignment with customer priorities, and an overhaul of channel programs.

91%

Organisations satisfied with tech provider support through the ongoing crisis

Source: Ecosystm, 2022

Build Relationships with Business

Alan Hesketh
Principal Advisor,
CIO Advisory
& Digital Strategy

Life is getting increasingly difficult at customer organisations, with COVID-19 continuing to impact supply chains and the availability of frontline workers. It is important for Tech Providers re-evaluate the role and the incentives of their Sales and Support personnel to align with customer needs.

Tech Providers are coping with similar issues as their customers, so their resources need to be focused on the areas that will make the most difference to their customer organisations.

So, my question to Tech Providers – Are you encouraging your Sales and Support teams to build relationships with the key users of your technology within the client organisations?

If your only contact is with the technical people in the organisation, look to widen your contact points beyond technology to better understand the context of the tech investments in your client organisations.

Increase Automation to Curb the Effects of the Great Resignation

Darian Bird
Principal Advisor,
Cloud, IT Services,
Telecommunications

One of the primary challenges organisations will face this year is the lack of skills to launch new digital initiatives. Tech Providers will need to offer automation and self-service tools to help clients minimise the effort required to keep Day 2 operations running. AIOps, Kubernetes, serverless computing, and SD-WAN will all be in demand.

Employee retention becomes critical as the best talent looks for greener pastures. Remuneration will not be enough. Continuous development programs, the opportunity to work on challenging projects, and a flexible working environment will be required to avoid an outflow of skills both for clients and Tech Providers.

Support your customers to attract and retain talent. Organisations that can automate the run side of IT will be able to focus on development of new initiatives, which will in turn be more attractive to new recruits.

Syndicate Skills; Not Just Software

Peter Carr
Principal Advisor,
Strategy & Technology
Advisory

What a decade it has been as the global technology industry has transitioned from ELAs to by-the-seat software licensing. Everything is software today. Whether in the fields of pure applications or the software infrastructure markets of virtual networks and cloud, we have witnessed software syndication on a massive scale.

Now longitudinal syndication (mutual value through renewal) requires consistency over time. And that requires in-house skills within client organisations, that are conversant in the syndicated platform. Too many Tech providers are making their clients pay for their own inconsistency in the area of skills syndication. Key user training is not skills syndication. All-in investments in Tier 1 channel partners is not skills syndication.

My message to Tech Providers in 2022: Ensure access to talent in the syndicated user base for the win.

Focus on Channel Partners – and Pricing

Niloy Mukherjee
Principal Advisor,
Digital Strategies & Go-to-market

Tech Providers are increasingly moving to everything-as-a-service offerings. As this transition proceeds, two factors are critical both in the old world of products and the new one of subscriptions.

Firstly, there are a few questions Tech Providers should ask themselves about their partner strategy. What do their traditional partners need to change to succeed in this new world and in the hybrid reality? What are these vendors doing to enable this transformation – and where do they need help? And, as partner ecosystems broaden, tech providers also have to consider who their non-traditional partners will be to drive success in this new world.

And secondly, Tech Providers have to re-think their pricing strategy. Every Tech Provider is looking to expand. As the subscription model becomes popular, they need to ask themselves what they should build into their offerings, so that a competitor cannot easily undermine their pricing and diminish profitability.

Be Local and Industry-Specific

Tim Sheedy
Principal Advisor,
Customer Experience,
Digital Transformation, AI

At the beginning of their digital transformations, many businesses wanted broad platforms that allowed them to experiment and innovate. But as they refine their strategy and needs, businesses expect cloud, software and services to be localised and industry-specific – helping them solve their challenges out-of-the-box or out-of-the-cloud without the need for heavy configuration or customisation.

This favours the larger Tech providers who can afford to create capabilities for the countries and industries they operate within. It also favours the smaller, nimbler tech start-ups who focus on solving specific problems for industries and/or geographies.

Trying to be everything to everyone as a mid-sized provider will be harder than it has ever been. It is time to sharpen strategies and capabilities to meet the needs of defined markets and customers. This may mean turning down opportunities in the short term to create a healthier and more profitable business in the longer term.
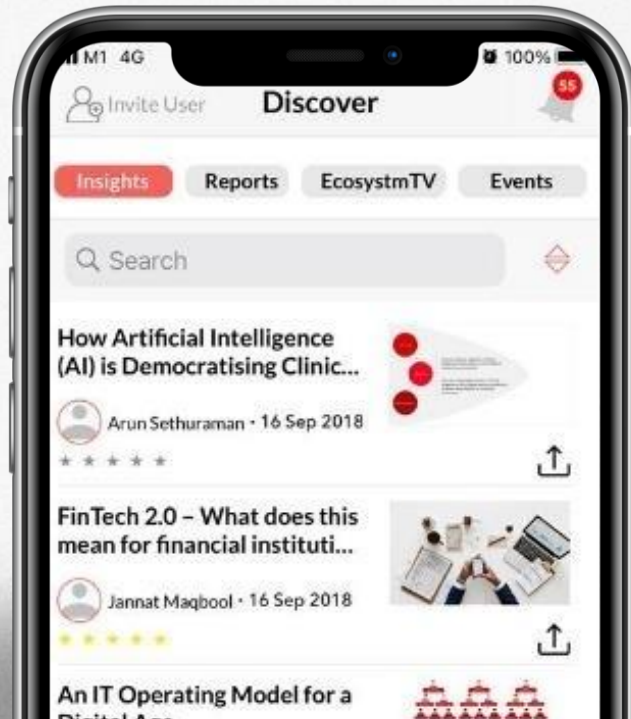
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