

## REPORT REPRINT

# TIDWIT's unusual proposition continues to grow its channel resources business

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The company is many things, including content aggregator and federation platform, SaaS sales and marketing platform, and business process automator, all rolled up in one and aimed at the partner and channel enablement market. Despite being hard to categorize, TIDWIT continues to show growth, and has a compelling grip on some very large customers.

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### Introduction

Content aggregator and federation platform, SaaS sales and marketing platform, business process automator – TIDWIT is all these things rolled up and aimed at the partner and channel enablement market. The company brings an uncommon take as well as its position at the heart of big tech and the cloud. Despite being hard to categorize, the firm continues to show growth in user base and overall revenue, and has a compelling grip on some very large customers.

### 451 TAKE

At this point, TIDWIT could start looking for an exit, since it has demonstrated the pull and value in its systems. It could also choose to continue its current trajectory, and become something of a Switzerland in the channel when it comes to the intersection of the thousands of partners, major tech vendors and cloud services that it pulls together. Because the nature of the business involves a distinct snowball effect, there's potential for the platform to continue growing, and develop new kinds of value and functionality, just based on the scale of information in play. There is also a potential for diminishing returns. Only so many tech majors are out there, and channel ecosystems tend to overlap, so TIDWIT could hit a growth plateau at some point. At any rate, the firm remains a good example of something new in a very old arena – and the channel needs to change just as much as technology does at some point.

### Context

Founded in 2004 as a B2B channel services provider and headquartered in Reston, Virginia, TIDWIT pivoted in 2014 to build out a software-driven service platform to automate much of those services and make them more widely accessible. The company says that it has recently seen a sharp spike in business, with 50% growth last year, and that the business is profitable. Besides its US presence, it has offices in Europe and Latin America.

Privately owned, TIDWIT says it has no debt and operates on a SaaS basis. Its customers include Salesforce, Intel, Microsoft, Hewlett Packard Enterprise, Dell EMC, IBM and others, so it touches a sizeable portion of many interlocking tech ecosystems. Tens of thousands of pieces of media collateral are available for users to look at, and to be curated through its online service platform. The firm says it doubled revenue growth in 2020, and expects to do that again for 2021, projecting an interconnected landscape of 20 different vendor ecosystems and 500,000 users. It ended 2020 with over 250,000 users.

### Strategy

TIDWIT's goals are to technologize and collate as much of the sales and marketing processes as it can, across as many vendor channels as it can, and syncretize everything from processes and workflows (sales motions, or marketing campaigns) to media collateral, then present that to users to work from. The idea is to radically improve enablement in the channel by reducing repetition and overlap, and making sales and marketing data more easily manageable.

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In the context of channel ecosystems and sales, enablement means grooming partners into the most effective and informed sales operations they can be. That runs the gamut from leaderboards and certifications and product training, to co-selling onboarding and coordinated marketing campaigns. The other two areas that vendors and channel partners participate in are transactional (buying, selling, supply chain, etc.) and alliance management (making sure partners don't step on each other's toes), both of which are relatively settled arenas.

Enablement, on the other hand, has plenty of room for improvement, and a never-ending supply of changing and updated information. Another aspect of TIDWIT's strategy is to apply a bit of marketing on its own platform. The firm says that when it presents options or materials to users on its platform, it can see clickthrough rates that exceed 100%, meaning users are actively sharing content and processes with each other, something the company says points to pent-up demand for what it offers.

### Competition

On the face of it, TIDWIT has no direct competition in aggregating data and processes across ecosystems in a dynamic fashion. However, in channel enablement, there are a number of vendors that offer products designed to make life easier for sales – Seismic, Bigtincan, Channel Mechanics and Mindmatrix are a few.

### SWOT Analysis

#### STRENGTHS

TIDWIT has an attractive, capable platform that appears to be scaling well.

#### WEAKNESSES

It's a very small firm looking to touch hundreds of thousands of committed users, which is a careful balancing act indeed.

#### OPPORTUNITIES

The company has an opportunity to either create a whole new way of going about channel and ecosystem enablement as a part of, and yet separate from, the large tech vendors and distributors. It could also become a key asset at one of the global systems integrators that might also see value in that role.

#### THREATS

TIDWIT's major threat is that some other company with deeper pockets or innovative ideas will build on its concept and do it one better, leaving the company as a first mover, but not necessarily the leader.