














Channel Partner Landscape Overview Report

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Report Outline

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Executive Summary: 10 Key Channel Partner Trends

Close to 70% of channel partners lack cloud expertise, while only 2.5% of them are cloud transformed



Partners are increasingly targeting new customers by leading with SaaS – productivity suites, analytics & Email security



Partners have to address customers concerns around data security and SLA compliance to enhance cloud adoption

Cloud application customizing services and managed services are Key Profit Drivers for Partners



Over half of the partners enjoy a moderate degree of success in retaining a major share of their customer base



Partners seek lead generation, referrals and access to 24/7 customer support



Cloud partners leverage mobile devices, storage and networking hardware to accelerate cloud sales



Partners rely on indirect channels such as resellers and applications aggregators over direct distribution channels



Business publications and on-site events enjoy a higher degree of success compared to other campaigns



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Methodology – Channel Partner Landscape Overview

- Primary research conducted among channel partners (offering at least one cloud solution) and non-cloud partners.
- Detailed 30-minute survey focusing on partner business issues – cloud and business transformation, cloud and on-premise business models offered, solutions focus, mobility, sales and marketing motions, vendor relationships and support, etc.
- Sample coverage consists of:

| Type of Cloud Partner | Emp Size of Partners | Client Size of Partners | Sample Size (N Value) |
|---|---|---|--|
| <ul style="list-style-type: none"> • VARs • Systems Integrators • ISVs • MSPs • Hosters • Service Providers | <ul style="list-style-type: none"> • 2-9 emps • 10-49 emps • 50-99 emps • 100-499 emps • 500+ emps | <ul style="list-style-type: none"> • SB Partners • MB Partners • SMB partners • LB partners | <ul style="list-style-type: none"> • Per individual country |

- Surveyed Senior IT decision makers
- Administered web-based interviews