Channel Partner Strategies Intelligence Service

Part of the Channel Service Area Package

Expert channel research, analysis, and actionable insights into the key market trends, technology innovations, and strategies shaping the evolving technology channel ecosystem.
As the Channel continues to evolve and diversify, the need for access to strategic industry research, insights, and analysis is vital to make informed decisions to achieve better business outcomes. This exciting new launch, brings the power of Omdia’s robust portfolio of vertical market industry research and analysis, along with a team of channel experts and a legacy of proprietary channel research data to the entire Channel ecosystem.

Debbie Kane
Principal Consultant Analyst
Channel Partner Strategies Intelligence Service

Part of the Channel Service Area Package

HOW OMDIA HELPS YOU

• Understand channel market initiatives by providing strategic planning and growth tactics
• Recognize channel market trends and best practices to help suppliers and partners optimize their complex business relationships
• Make data-driven, actionable decisions by connecting the dots between channel services, solutions and routes to market.

KEY QUESTIONS ADDRESSED

• What are the key growth opportunities within the channel ecosystem?
• What are the most effective strategies to help suppliers and partners thrive?
• What relationship sentiments do suppliers and partners share, and where do they differ?
• Which emerging technologies will drive innovation in the channel?
• Which partner priorities should suppliers focus on to create successful partner engagements?
• How are new go-to-market concepts and routes to market impacting current channel business models?
• What is inspiring and impeding channel market expansion?

Sample data
MSP 501 Survey

Manzil:
Managed Security 89%
Help Desk / Service Desk 79%
Anything-as-a-Service (RaaS) 65%
Artificial Intelligence (AI) 59%
Channel Partner Strategies: Our Expert Analyst team

Devan Adams
Senior Principal Analyst
Channel Partner Strategies

Debbie Kane
Senior Principal Consultant Analyst
Channel Partner Strategies
Channel Partner Strategies: Deliverables

**SURVEY REPORTS**
In-depth interviews with channel partners about the latest market trends.

**REPORTS**
Insights covering topics that are redefining the entire channel market landscape.

**ANALYST INSIGHTS**
Analyst commentary on market shifts, trends, technologies, events, and more.

**ANALYST ACCESS**
Prompt responses to urgent and unique questions.
Channel Partner Strategies: Proprietary Channel Research Data Fuels Channel-Specific Reports

The foundation of our Channel research and data intelligence.

The MSP 501

• Informa Tech Channel Futures’ MSP 501 is the world’s largest and most comprehensive survey and ranking of pure-play managed service providers and IT companies that provide managed services in the technology industry. Every year, partners around the world submit applications for a chance to be named a Channel Futures MSP 501 winner. The data collected in the application process fuels Channel Futures’ editorial coverage and Omdia’s channel research reports on the key market trends, challenges and opportunities in the MSP space.

The NextGen 101

• Selected from our pool of MSP 501 applications, the NextGen 101 honors industry-leading managed service and technology providers that are driving a new wave of growth and innovation for the tech channel via the groundbreaking solutions they deliver for their customers. These businesses represent the future of the technology channel and IT industry and are some of the most watched of all organizations in the channel today.
# Channel Partner Strategies: Reports

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<tr>
<th>Report Type</th>
<th>Frequency</th>
<th>Description</th>
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<td><strong>Trends to Watch Reports</strong></td>
<td>Annual</td>
<td>Evaluates the latest market developments and major trends expected to disrupt and redefine the channel market, along with actionable insights to navigate and adapt.</td>
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<tr>
<td><strong>Routes to Market Reports</strong></td>
<td>Annual</td>
<td>Explores the numerous new routes to market accessible to technology vendors, including direct and indirect (channel) sales methods, and the resulting strategic choices needed in order to optimize their indirect sales results.</td>
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<tr>
<td><strong>Topical Reports</strong></td>
<td>Ongoing</td>
<td>Insight notes providing analyst opinions on recent events and announcements impacting the channel market in a brief, concise, and easily digestible format. Analyst insights are published ad-hoc throughout the year.</td>
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## Channel Partner Strategies: Reports

### Survey Reports: Managed Service Provider (MSP) 501

**Frequency:** Annual

Analyzes the results from the industry’s most comprehensive survey and ranking of managed service providers (MSPs): Informa Tech Channel Futures MSP 501. Provides key insights from the global survey, including current highest revenue-producing services, future selling behaviors, revenue growth, M&A plans etc.

### Survey Reports: Quarterly Market Outlook

**Frequency:** Quarterly

Analyzes the results from our quarterly market outlook surveys which include inputs from various channel partners i.e., MSPs, managed security service providers (MSSPs), technology agents/ advisors (TAs), etc. Delivers key insights from the dynamic surveys, which may cover various topics i.e., technology advancements, sales trends, market challenges, macro-economic factors, hiring practices, etc.

### Survey Reports: Fastest-Growing Managed Service Providers (MSPs)

**Frequency:** Annual

Examines results obtained from fast-growing businesses on the verge of making the Channel Futures MSP 501 ranking, also referred to as the NextGen 101. Provides market insights from the unique perspective of fast-growing partner businesses that are mainly owned by a younger generation of individuals which exemplify the future of the channel.
# Channel Partner Strategies: Topics and Technologies

## Omdia (an Informa Tech Company)

### Channel Partner Strategies Intelligence Service

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Channel Partner Strategies: 2023 Research Themes

- Adapting to the latest technology trends is imperative; cybersecurity, artificial intelligence (AI), cloud services, anything-as-a-service (XaaS) are at the top of the list.

- Relentless mergers and acquisitions (M&As); many private equity firms see the potential of the channel market and are capitalizing on it.

- Macro-economic forces; inflation and limited skilled workers are impacting the channel labor force.

- The channel is a relationship-driven market; channel suppliers and partners’ success is intertwined.

- Partner programs need revamping; many partners don’t think today’s programs are sufficient in areas like market development funds (MDFs), marketing content, technical support, training/onboarding, communication, joint selling etc.

- The direct vs. indirect sales equation is shifting more to the latter; partners are acting more as an extension of a suppliers’ internal sales team.
The Channel Ecosystem

Within the IT industry, Channel is a business term describing routes to market of technology products and services.

IT vendors deliver their goods and services to end user buyers via a direct and/or indirect sales model. The indirect sale model is collectively known as the Channel, referring to the entire ecosystem.

The Channel is made up of professional organizations known as Partners that range in size from small sole proprietorships to large, global conglomerates who deliver a complex array of hardware, software, communications and services to private and public (i.e., federal/ state/ local government) markets.
Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise
• Make the right decisions
• Sanity-check your own findings
• Get the most out of your subscription
• Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:

Shelley Hunter
Customer Success Manager

Kâren Dyer
Customer Success Manager

96% of our customers rate our service as Excellent or Very Good
Get in touch!

customersuccess@omdia.com

@Omdia
@OmdiaHQ
Thank you

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