

Channels Analysis

Enhance channel strategies with expert insights driving partner ecosystem growth.

Key Questions Answered

- How can vendors adapt to rapidly changing channel dynamics?
- How will vendors capitalize on the growth in certain market segments?
- How are partners responding to recent changes at key vendors?
- How are vendors supporting partners' strategies as business models transform toward digital selling, recurring revenue, and ecosystem collaboration?
- What do partners need most from vendors to build their businesses?
- What impact will agentic AI have in partner strategies?

What We Offer

- Comprehensive channel performance metrics with quarterly updates on distributor, reseller, and SI growth trends across APAC, EMEA and North America regions
- Exclusive partner ecosystem insights with regular polling and surveying the of [Candefero channel community](#)
- Actionable competitive intelligence on routes-to-market strategies, partner developments, marketplace evolution, and emerging AI opportunities
- The largest global team of analyst experts focused on the Partner Ecosystem



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SPEAK WITH OUR EXPERTS

Delivering precise channel ecosystem insights

Key Deliverables



Market performance assessments

Global partner ecosystem databases tracking current industry dynamics and channel drivers and challenges, including M&A, partner and distribution trackers.



Thought leadership reports

A regular stream of analysis analyzing future/emerging channel and ecosystem trends



Briefings

Expert analyst quarterly presentations on channel performance and trends, business models, ecosystem mapping, and AI adoption in the channel.



Analyst Insights and Analysis

Direct support from regional specialists and access to insights and analysis from the partner ecosystem via Candefero and analyst discussions with partners.

Scope of Research

Coverage

- Global coverage with specialized focus on APAC, EMEA, and North America regions
- Analysis of channel ecosystem, including distributors, resellers, systems integrators, and cloud marketplaces
- Measures include partner satisfaction, business demographics, and performance metrics

Outcomes

- Channel management
- Partner evolution
- Competitor analysis
- Partner recruitment
- Channel growth
- Partner profitability
- Geographic expansion
- Partner experience

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