

Sustainable Ecosystems Analysis

Strategically leverage partners, unleash low-carbon solutions and drive sustainable progress shaped by analyst insights and expertise.

Key Questions Answered

- How can we work with partners to increase the volume of devices we recycle and refurbish?
- What kind of incentives do partners need to sell our sustainable solutions?
- How do we navigate AI's impacts for sustainability without greenwashing?
- What is needed to build customer and partner trust in refurbished IT?
- Which ESG regulations are most affecting our partners in each region?

What We Offer

- Direct access to top analysts for custom inquiries and expert presentations on industry sustainability hot topics
- Ongoing tracking of ESG regulations affecting vendors, partners and customers presented in an interactive tracker
- Regular partner polls and surveys to ensure strategy addresses the sustainability opportunities and challenges



“Our Sustainable Ecosystems Analysis service equips clients with forward-thinking insights, enabling them to meet partners’ and customers’ evolving sustainability needs. From circular IT to AI’s environmental implications, we empower clients to turn sustainability into a value driver that combines partner success with tangible decarbonization.”



Ben Caddy

Senior Analyst

**Sustainable Ecosystems
Analysis Service**

SPEAK WITH OUR EXPERTS

Delivering actionable partner program insights

Key Deliverables



Market activity and ESG regulation trackers

Tracking of hundreds of ESG regulations affecting customers, partners and vendors in over 75 markets. Tracking of M&A activity in the IT asset disposition and ESG SaaS markets. Monitoring of ITAD and ESG SaaS markets



Reports

Analysis on vendor sustainability strategies, partners' efforts to shift to circular IT, insights on hyperscaler and AI sustainability topics, ongoing partner strategy insights



Briefings

Analyst presentations on partner sustainability trends, vendor strategies and crucial ESG issues in our industry



Analyst Insights and Access

Direct analyst support for urgent inquiries and counsel plus unlimited access to analyst content

Scope of Research

Coverage

- Global coverage with regional breakdowns for Americas, EMEA, and APAC markets, supported by expertise on the regulatory pressures in each market
- Analysis of broad range of vendors and ongoing expertise of partners' sustainability efforts, covering resellers, distributors, MSPs and GSIs, informed by evolving customer sentiments

Key Research Themes

- Circular IT services (recycling, repair, refurbish, resell)
- Partner and vendor collaboration on refurbished tech GTM
- Evolving expectations of sustainability support embedded in partner programs
- AI's implications for sustainability and energy efficiency
- Channel activity to expand and scale circular IT services
- Impact of macro uncertainty and regulations on sustainability
- Leveraging sustainability as a value driver and competitive edge

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