

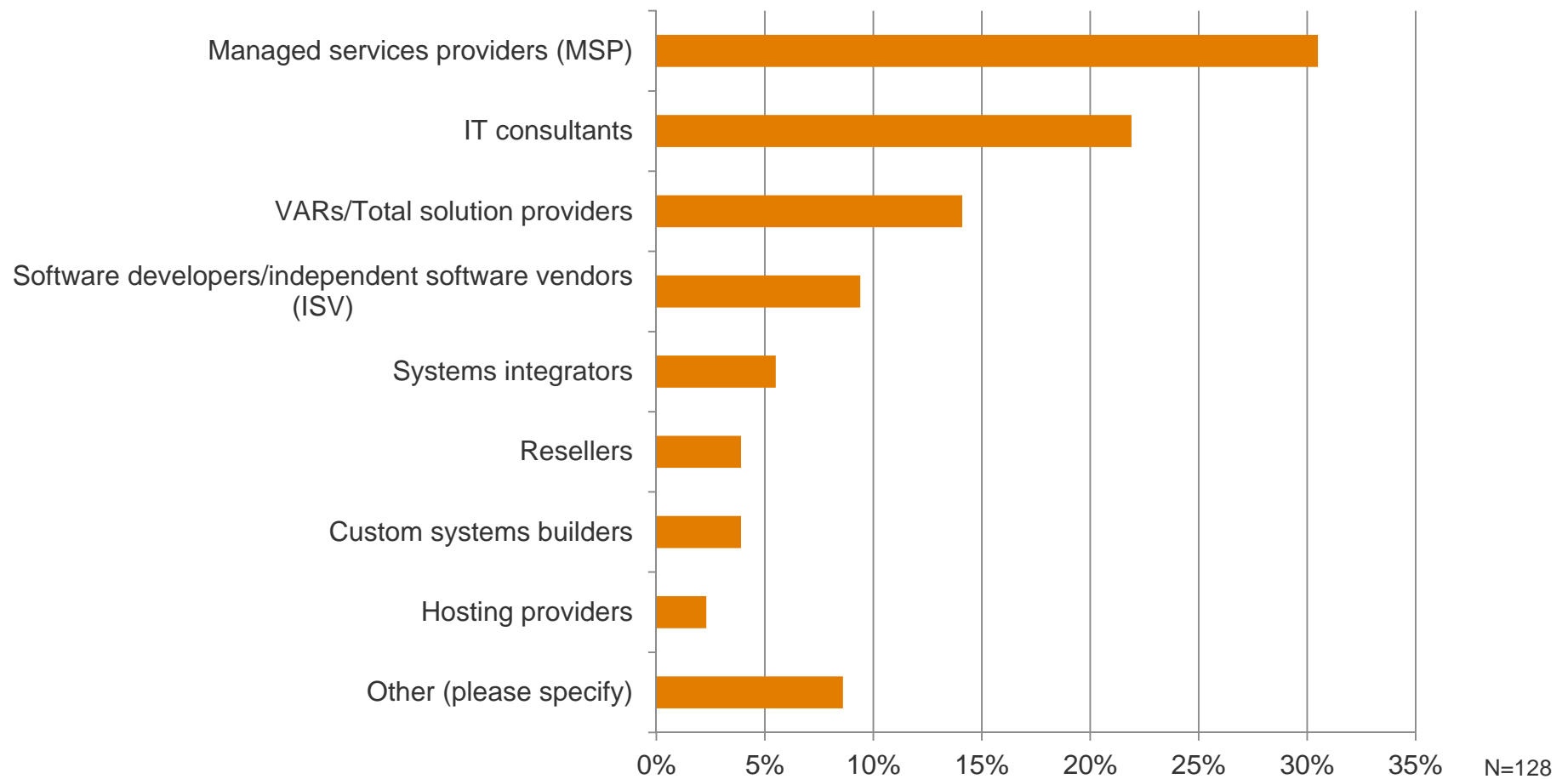


Where serious technology buyers decide

Channel IT Priorities 2013 ANZ Results

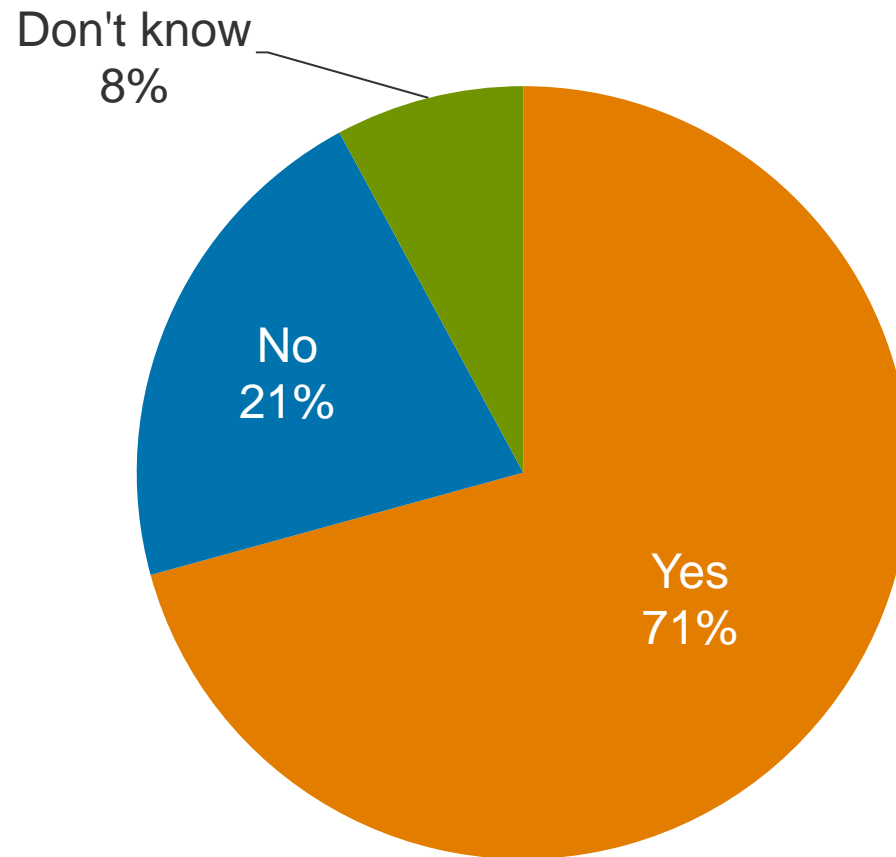
Channel segmentation

How does your business primarily define itself in the channel?



The majority of ANZ channel businesses offer managed services

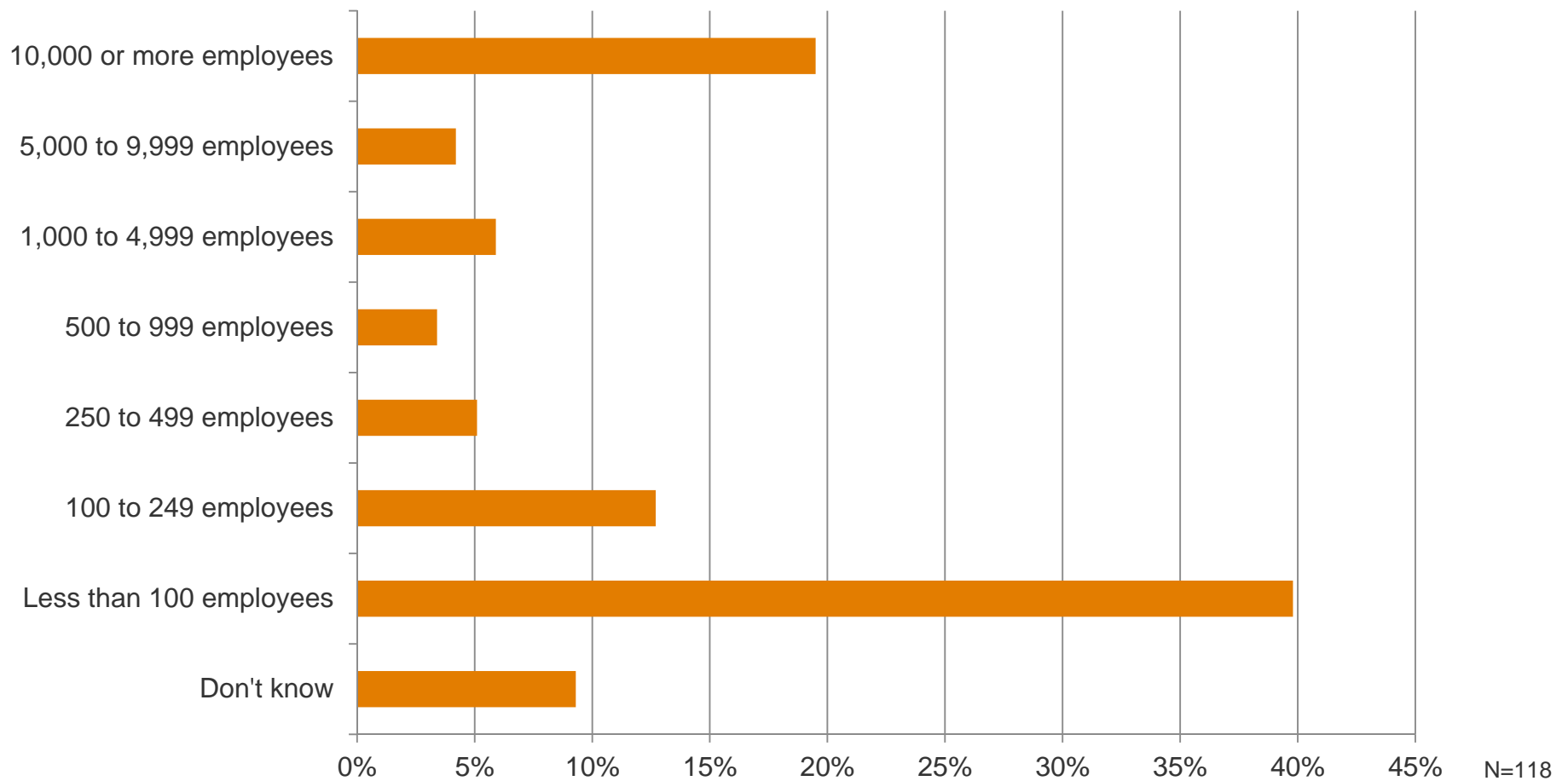
Does your company offer any managed services?



N=89

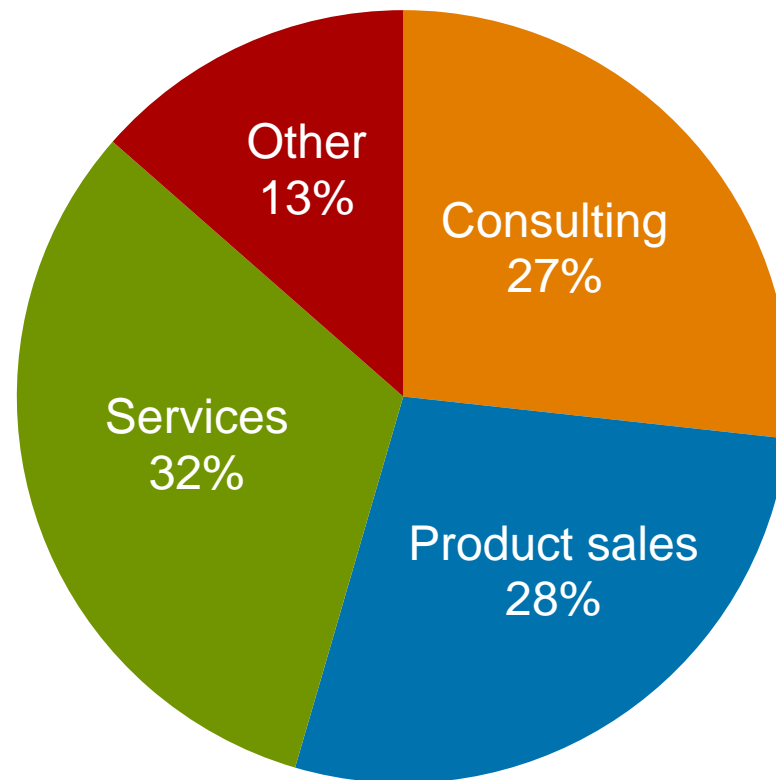
Channel businesses in ANZ have common client company sizes

What is the most common size of client business that you target or cater to?



Revenue definitions

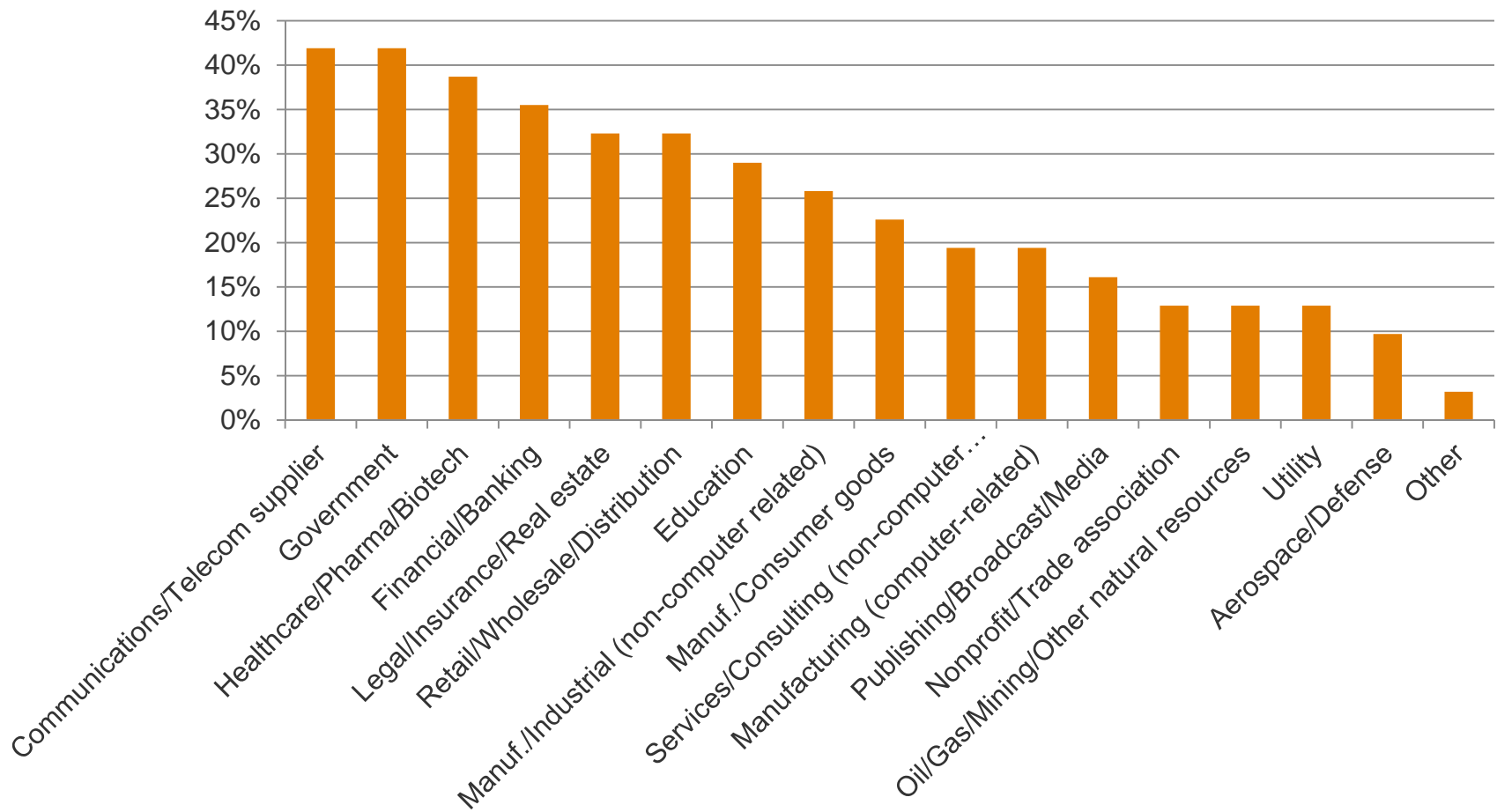
Where does your revenue come from?



N=118

The top verticals ANZ Channel sells to

Which verticals do you sell to?



N=128

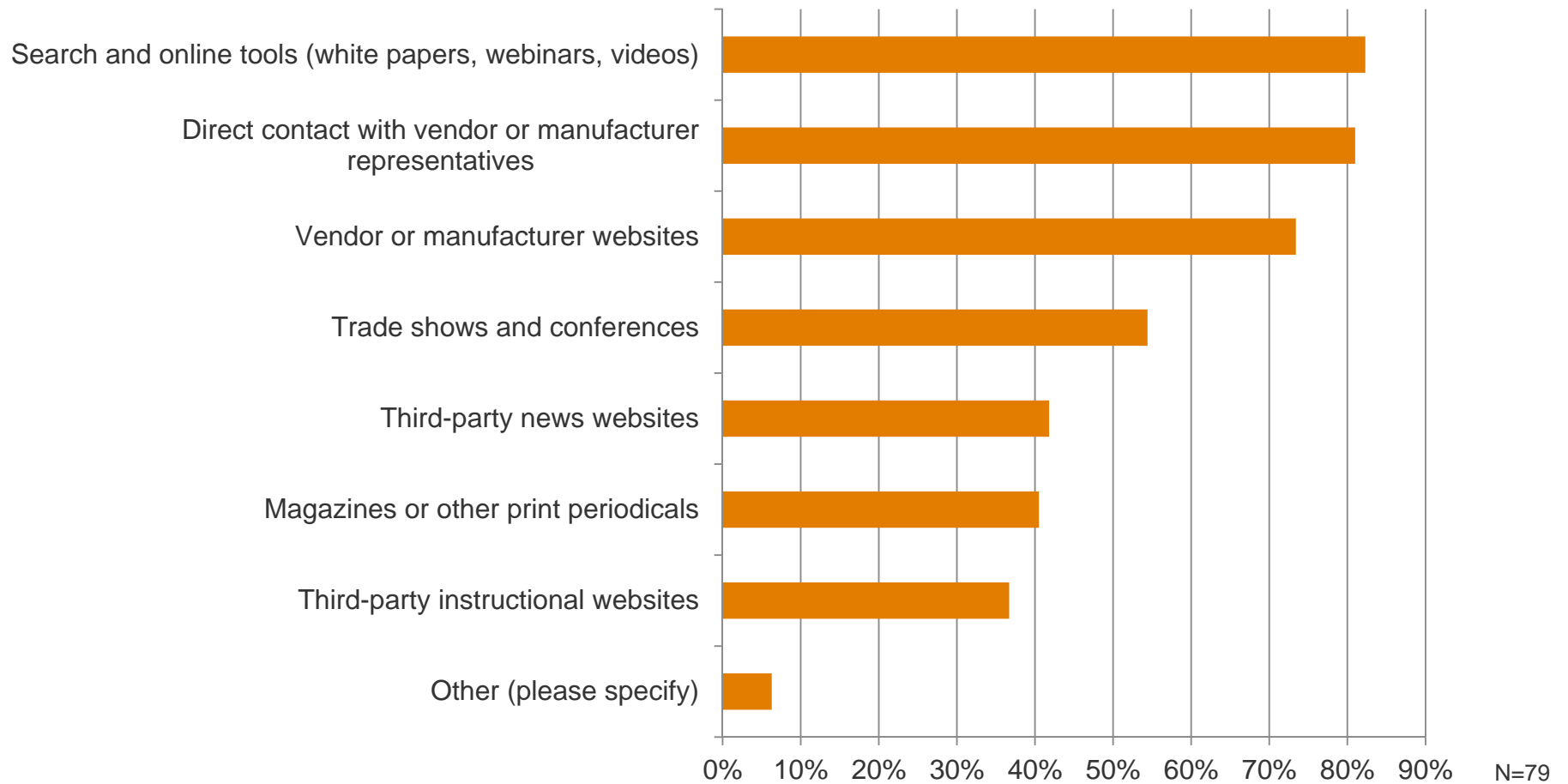
Top challenges faced by ANZ channel professionals

Top 10 challenges faced as a channel professional.



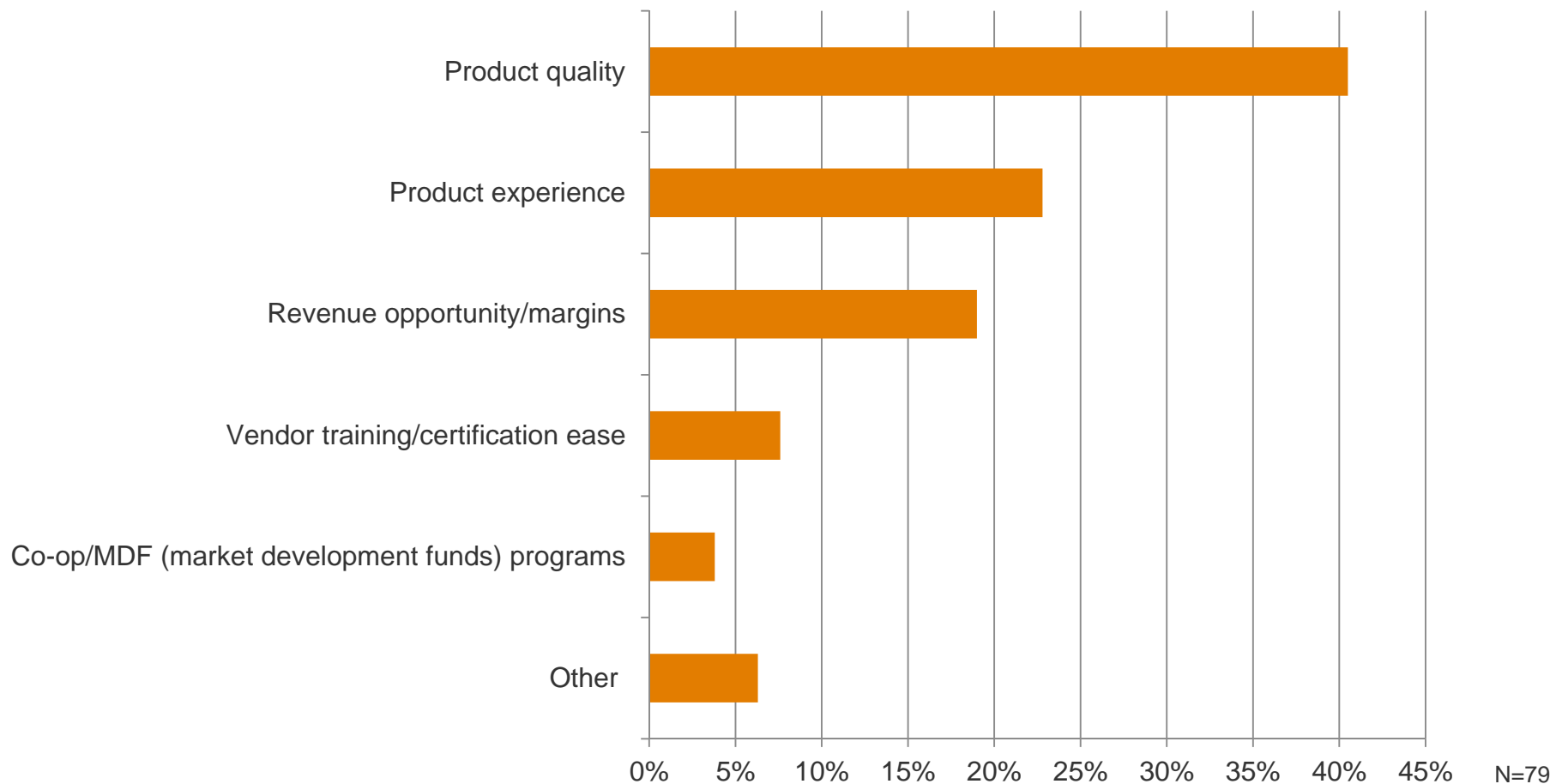
Research methodology for ANZ channel professionals

How do you conduct research into new products and solutions for clients? (Select all responses that apply)



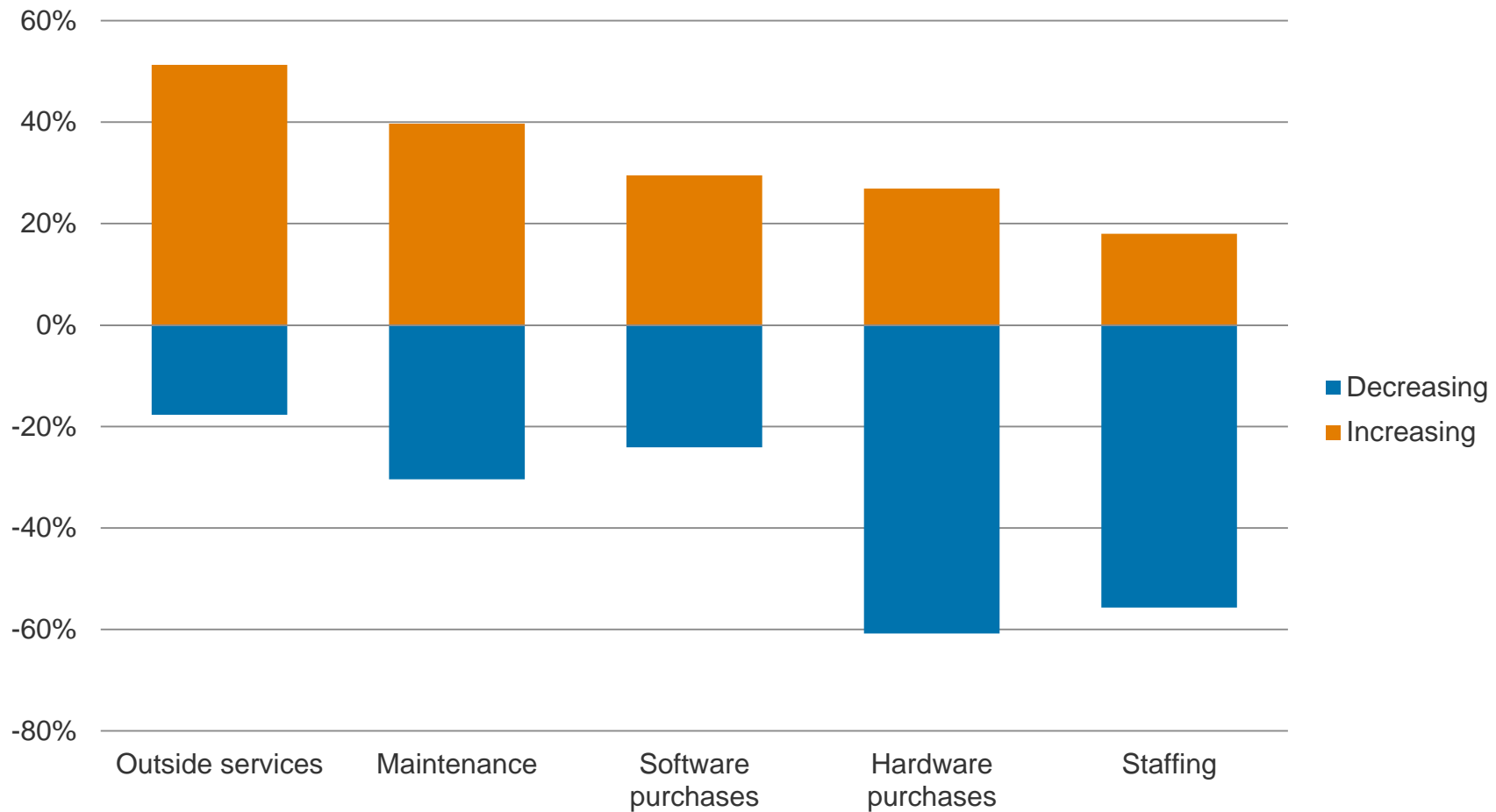
Product quality is the most important part of vendor partner programs in ANZ

What do you find to be the most important part of your choice to participate in a vendor partner program?



Outside services and maintenance to lead spending increases in ANZ

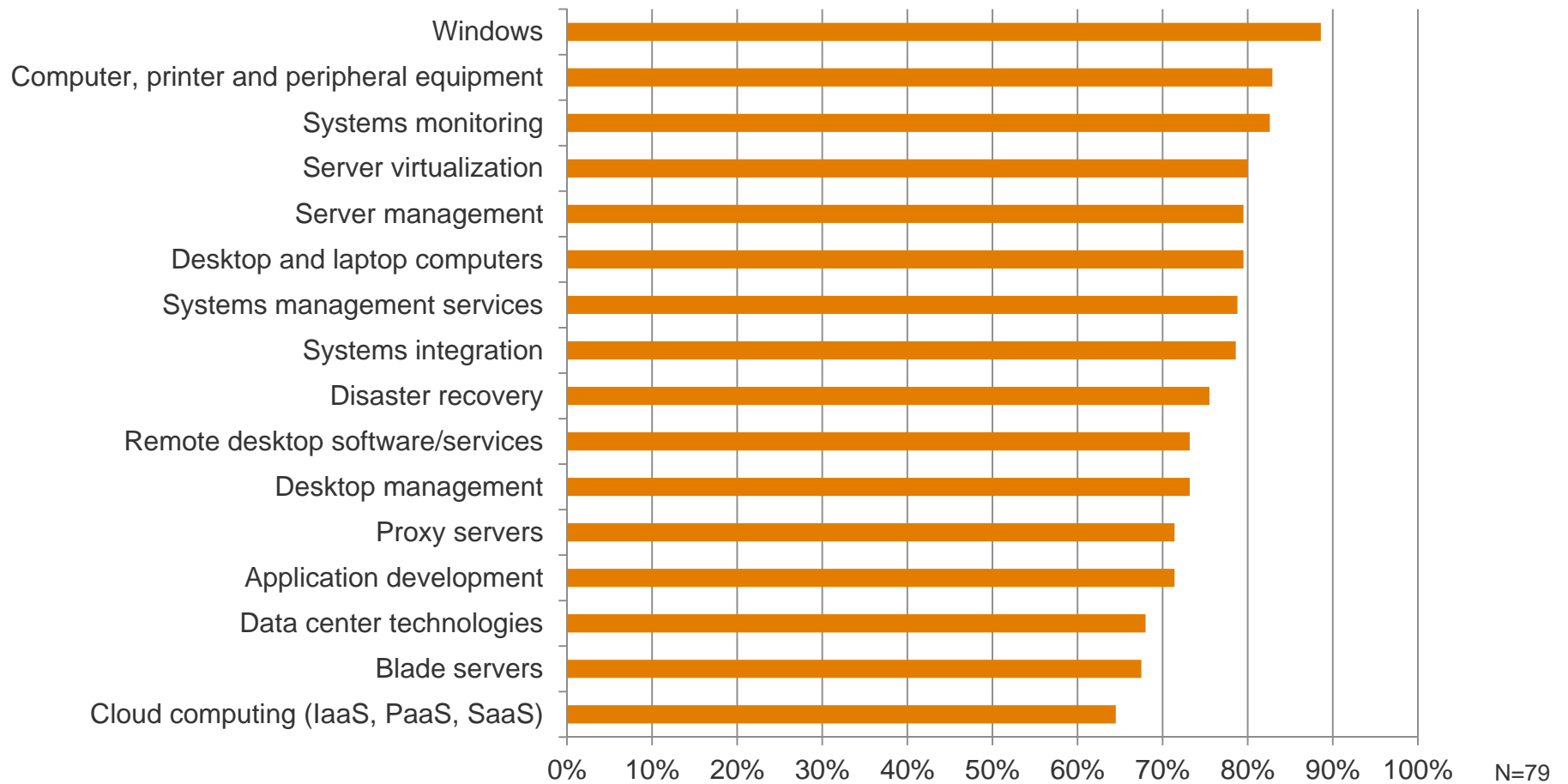
Where do you expect the biggest spending increases/reductions for 2013 IT client budgets? (Select up to three responses)



N=79

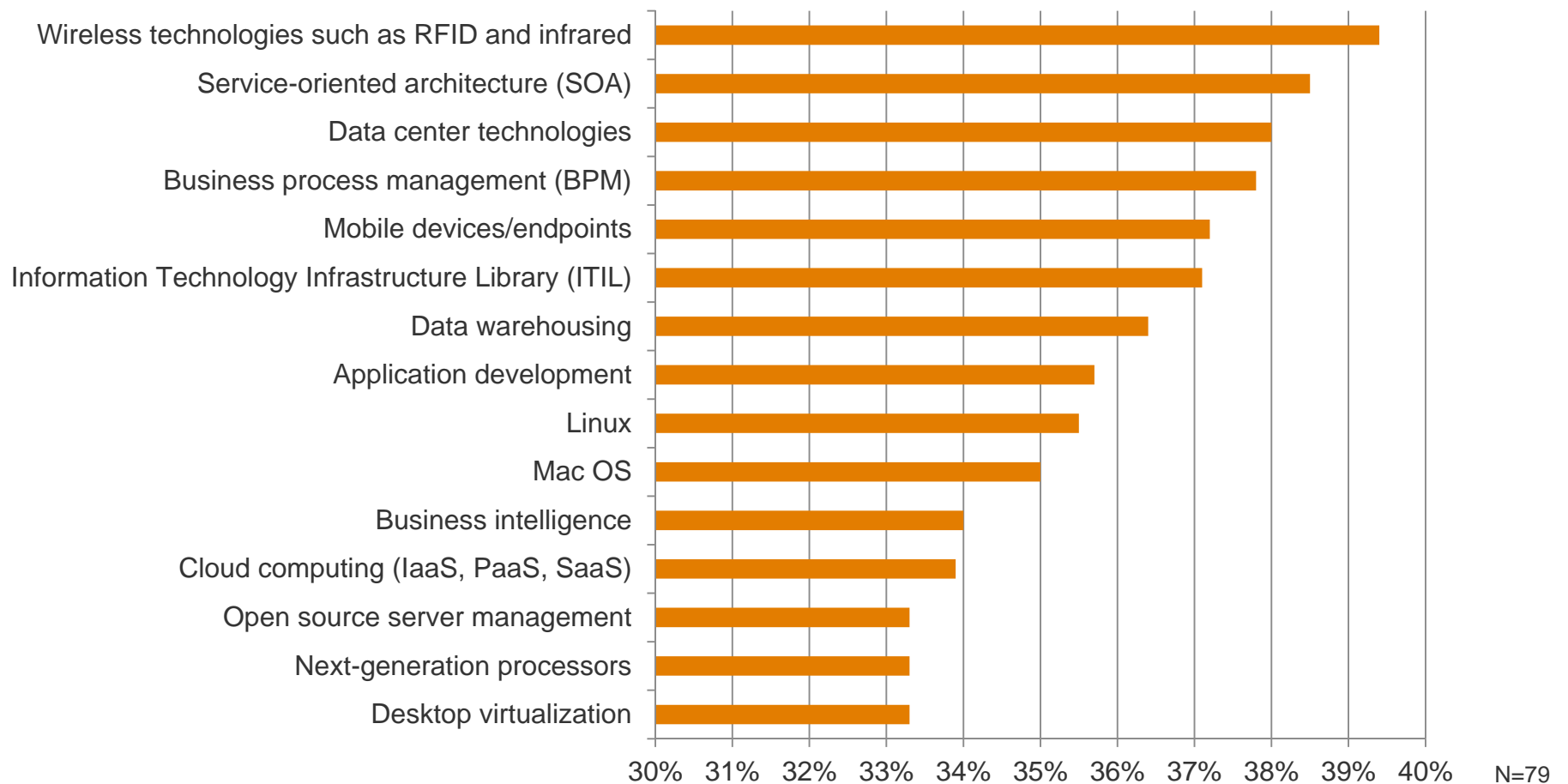
Top systems products/services currently provided by channel businesses in ANZ

I currently provide these systems products/services to customers (top answers shown)



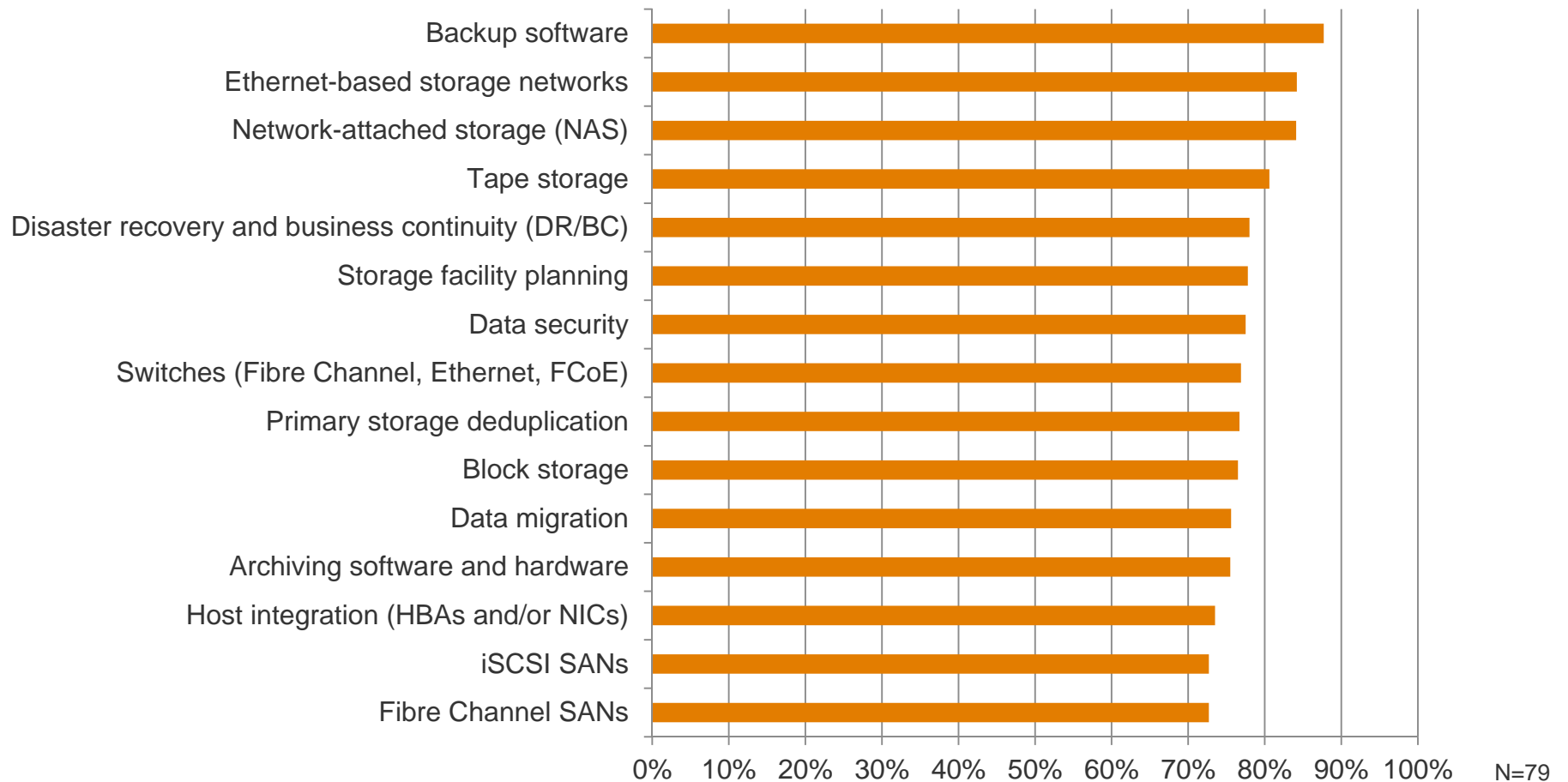
Systems products/services of most importance in the next year for ANZ

I expect these systems products/services to be the most important to me over the next 12 months (top answers shown)



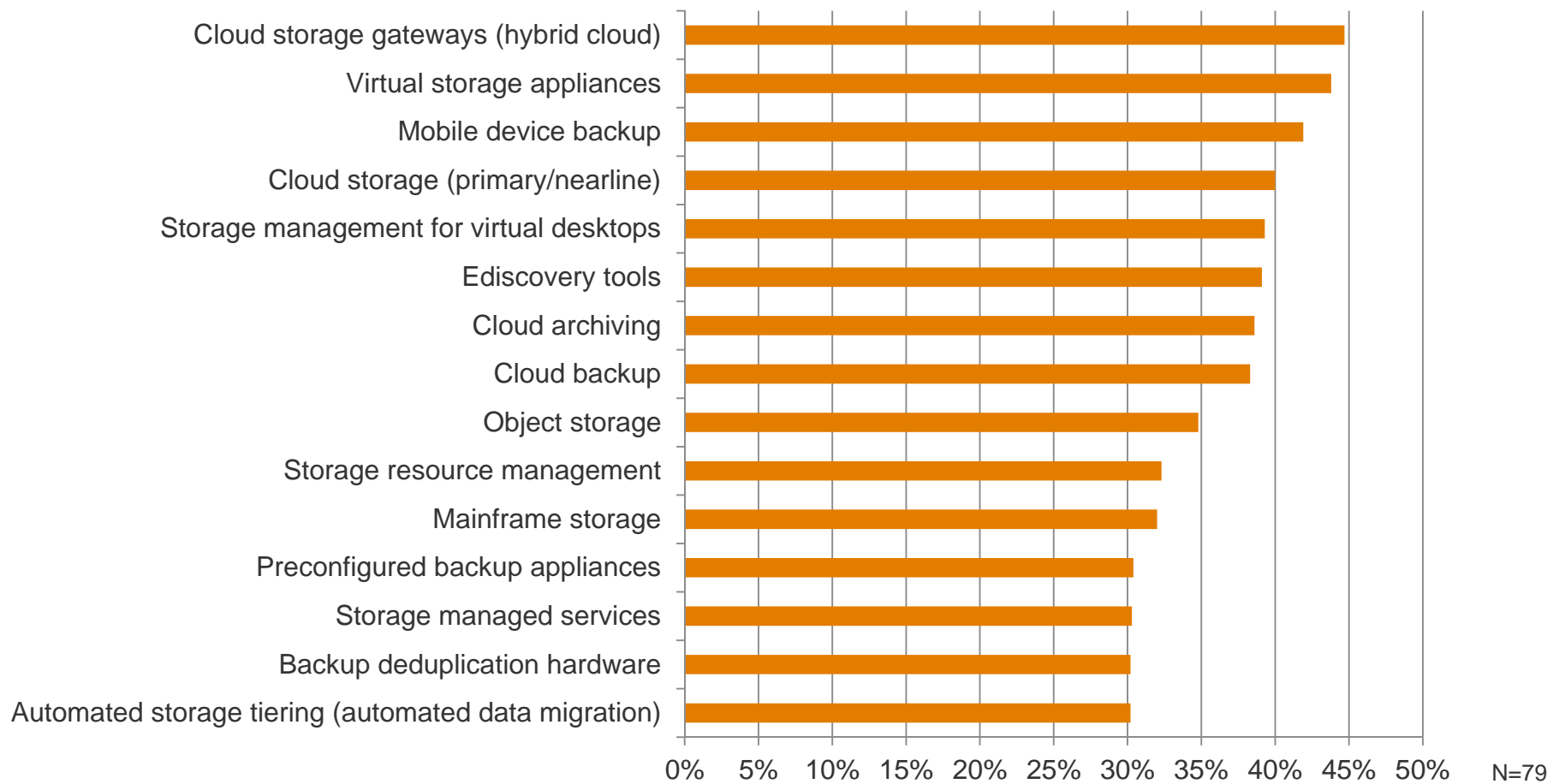
Top storage products/services currently provided by channel businesses in ANZ

I currently provide these storage products/services to customers (top answers shown)



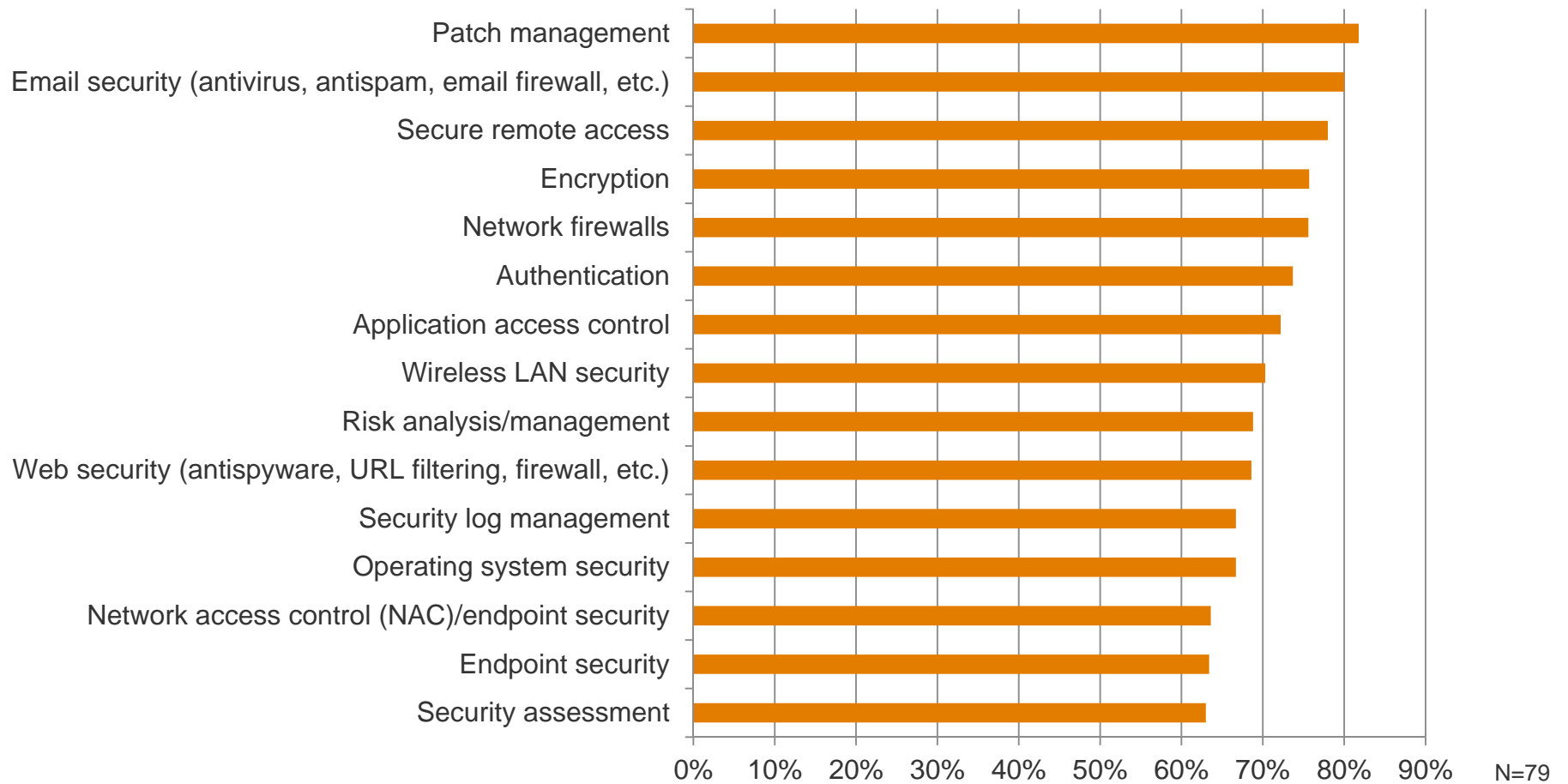
Storage products/services of most importance in the next year for ANZ

I expect these storage products/services to be important to me over the next 12 months (top answers shown)



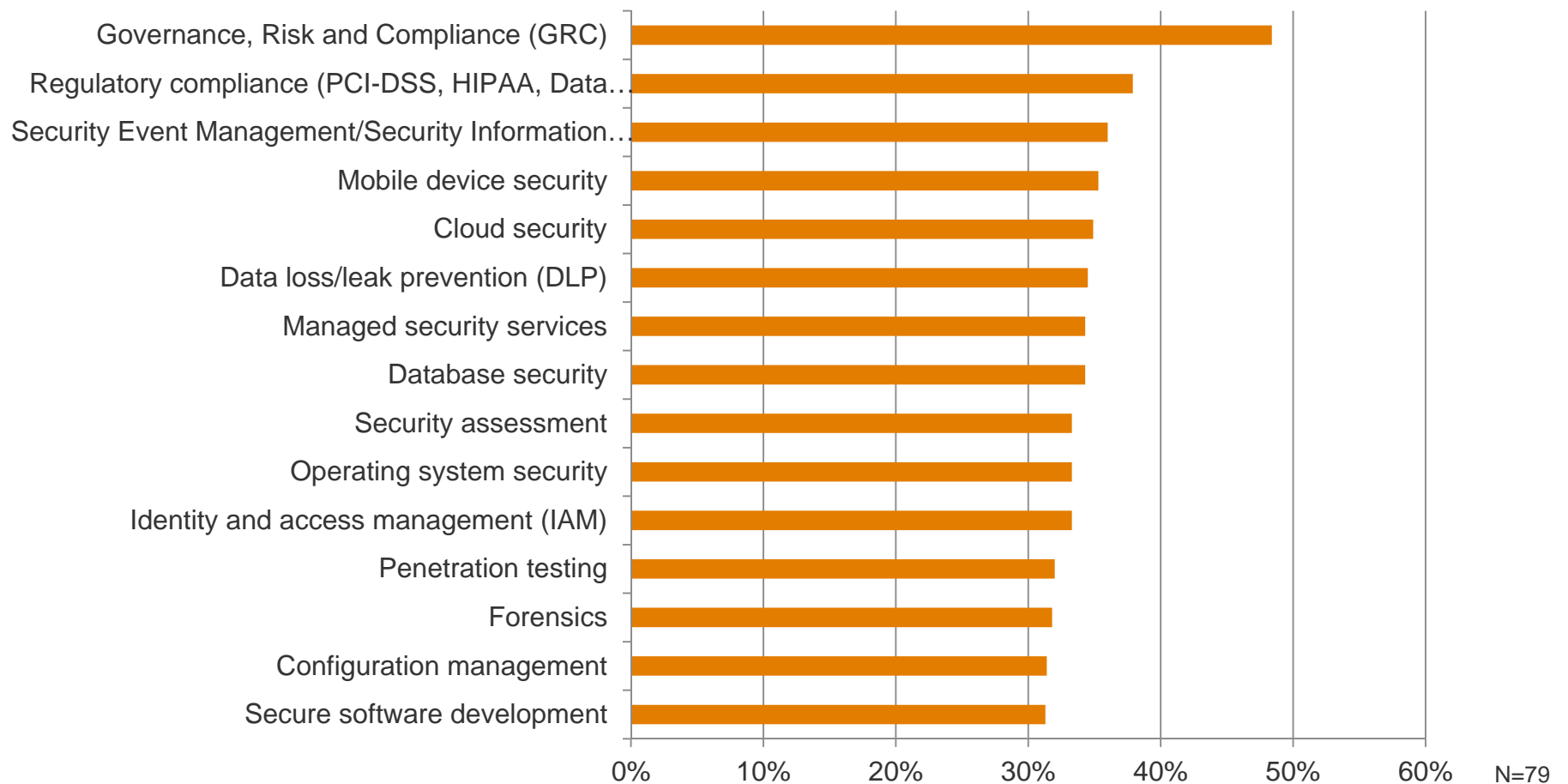
Top security products/services currently provided by channel businesses in ANZ

I currently provide these security products/services to customers (top answers shown)



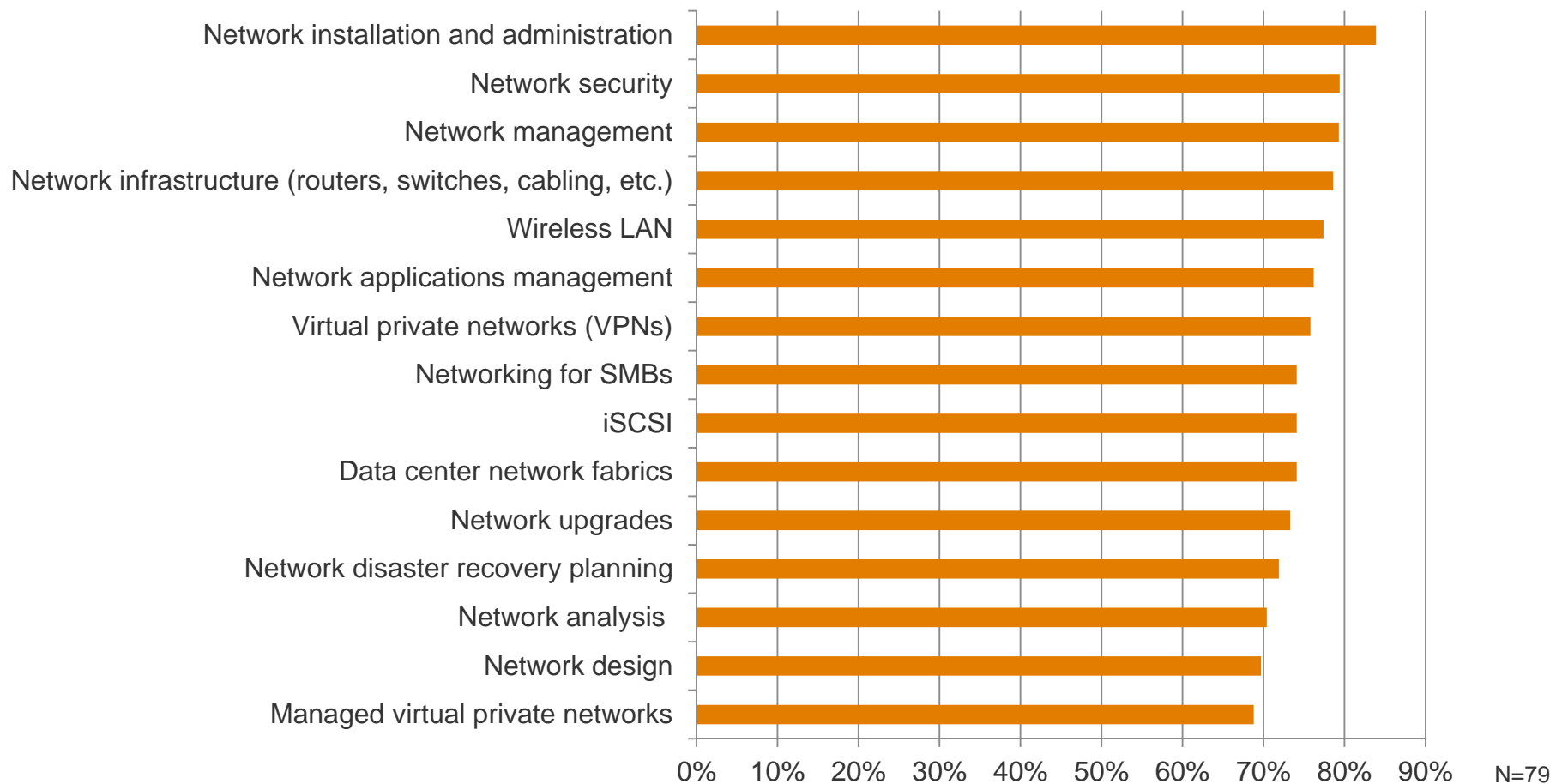
Security products/services of most importance in the next year for ANZ

I expect these security products/services to be important to me over the next 12 months (top answers shown)



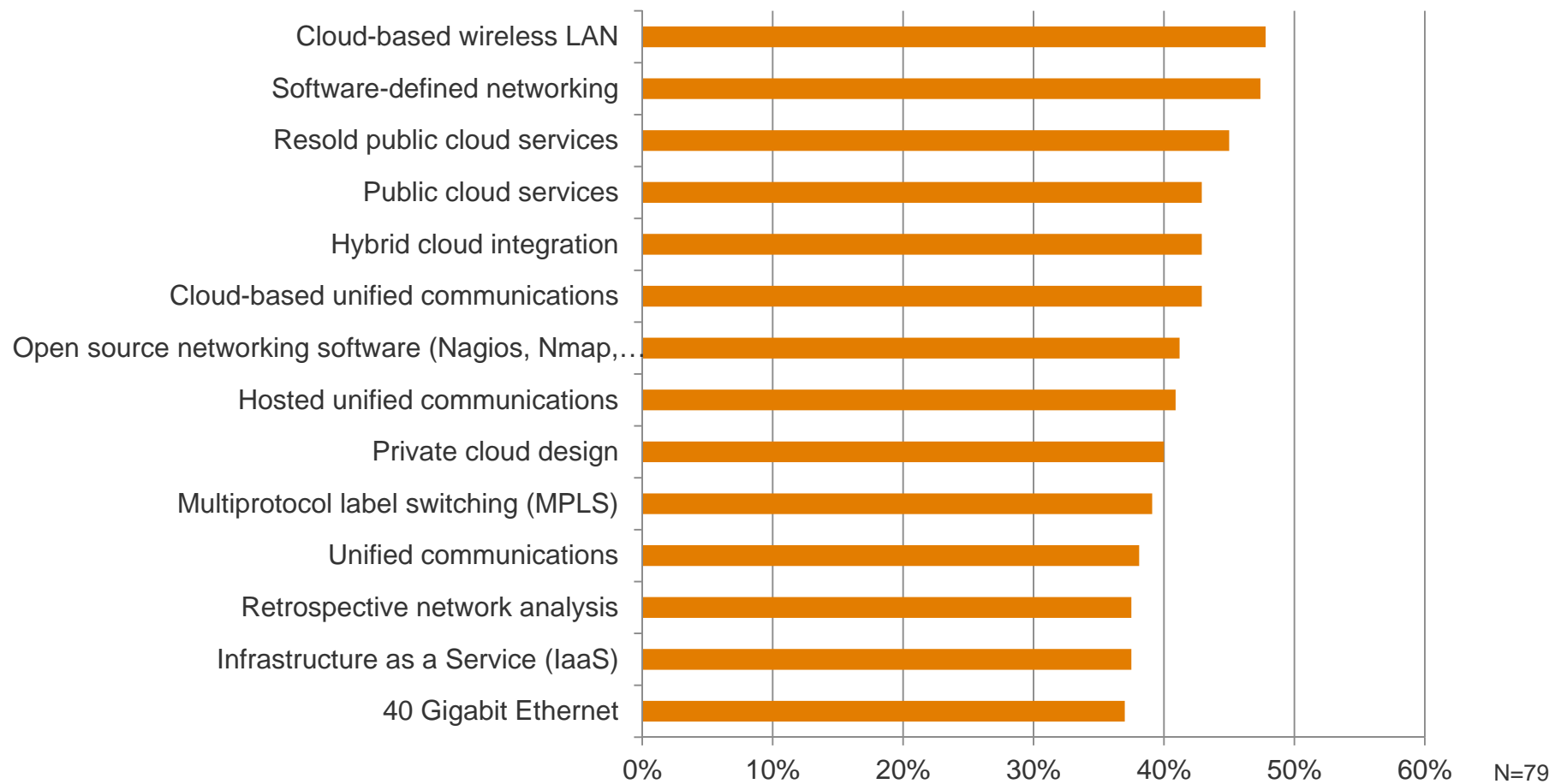
Top networking products/services currently provided by channel businesses in ANZ

I currently provide these networking products/services to customers (top answers shown)



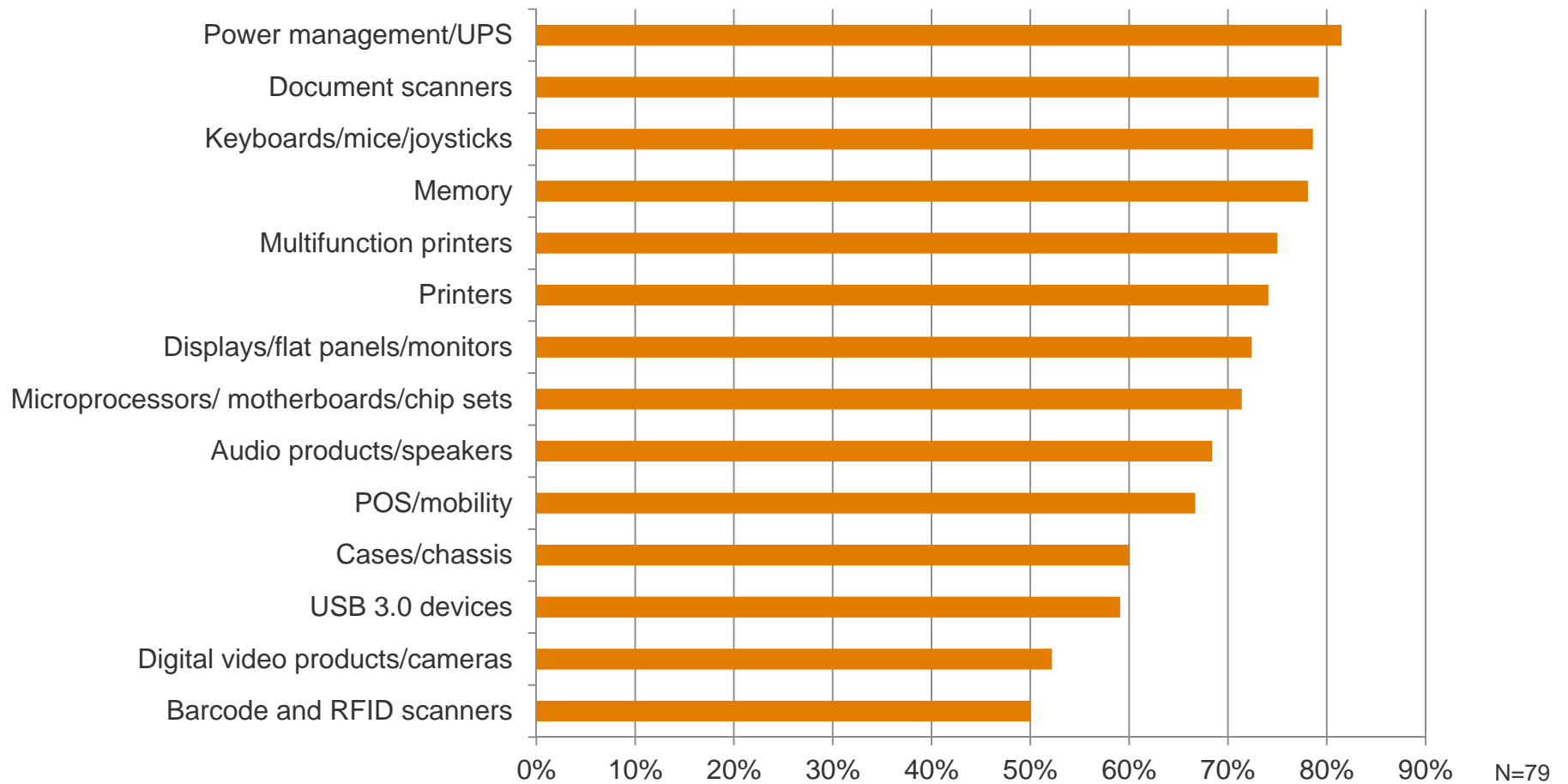
Networking products/services of most importance in the next year for ANZ

I expect these networking products/services to be important to me over the next 12 months (top answers shown)



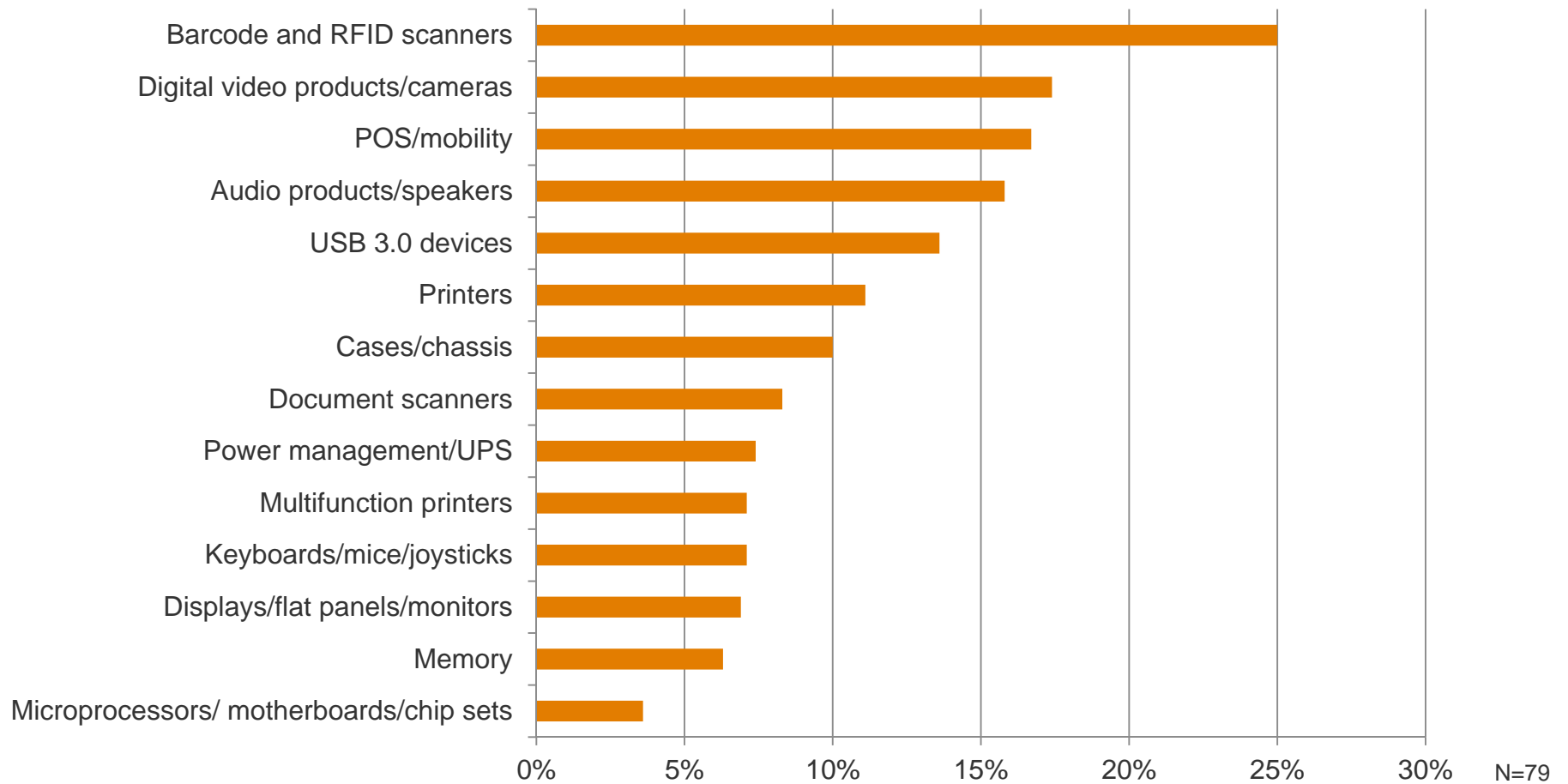
Top peripheral products/services currently provided by channel businesses in ANZ

I currently provide these peripherals products/services to customers (top answers shown)



Peripheral products/services of most importance in the next year for ANZ

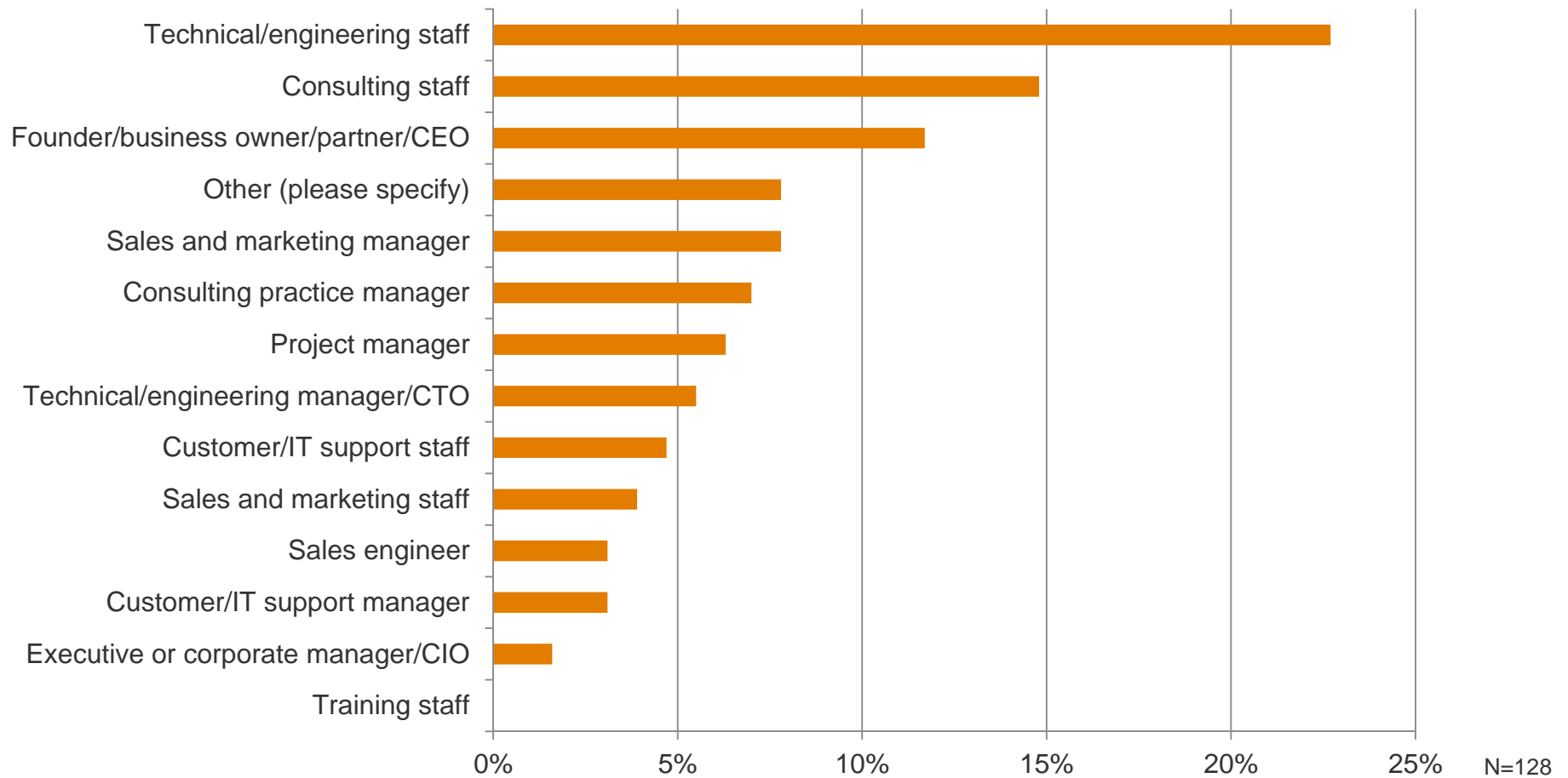
I expect these peripherals products/services to be important to me over the next 12 months (top answers shown)



Respondent profile

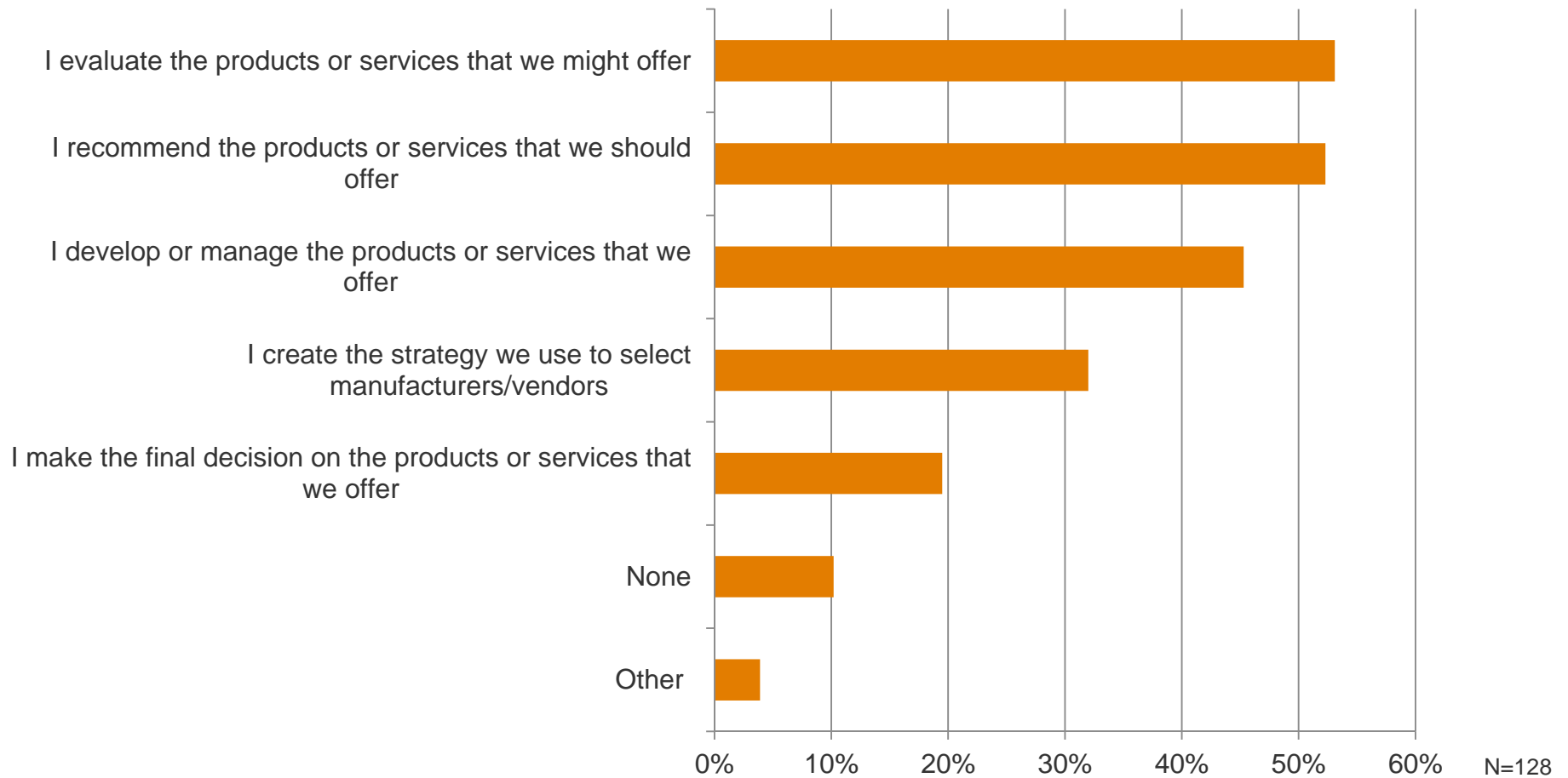
Job titles

Select the job title that most closely matches yours.



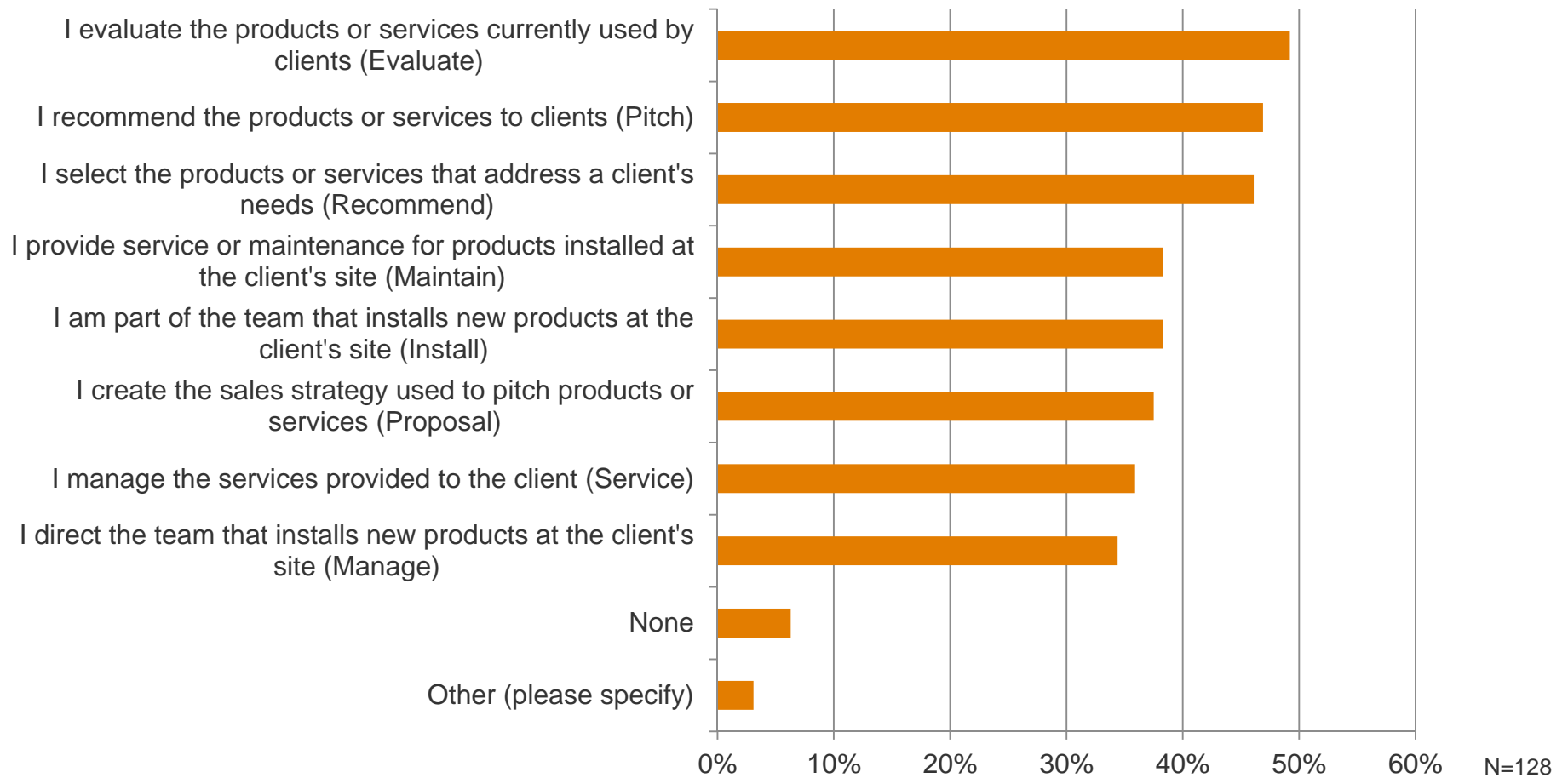
Involvement in adding products/services to their organization's line of cards

What is your involvement in adding products or services to your organization's line card for clients? (Select all responses that apply)



Involvement in client recommendations

What is your involvement in recommending products or services to your company's clients? (Select all responses that apply)



Annual revenue

What is the total annual revenue of your organization?

