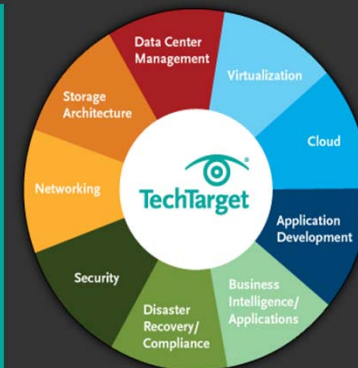




*Where serious technology buyers decide*

# Channel Priorities Survey

Summer 2013

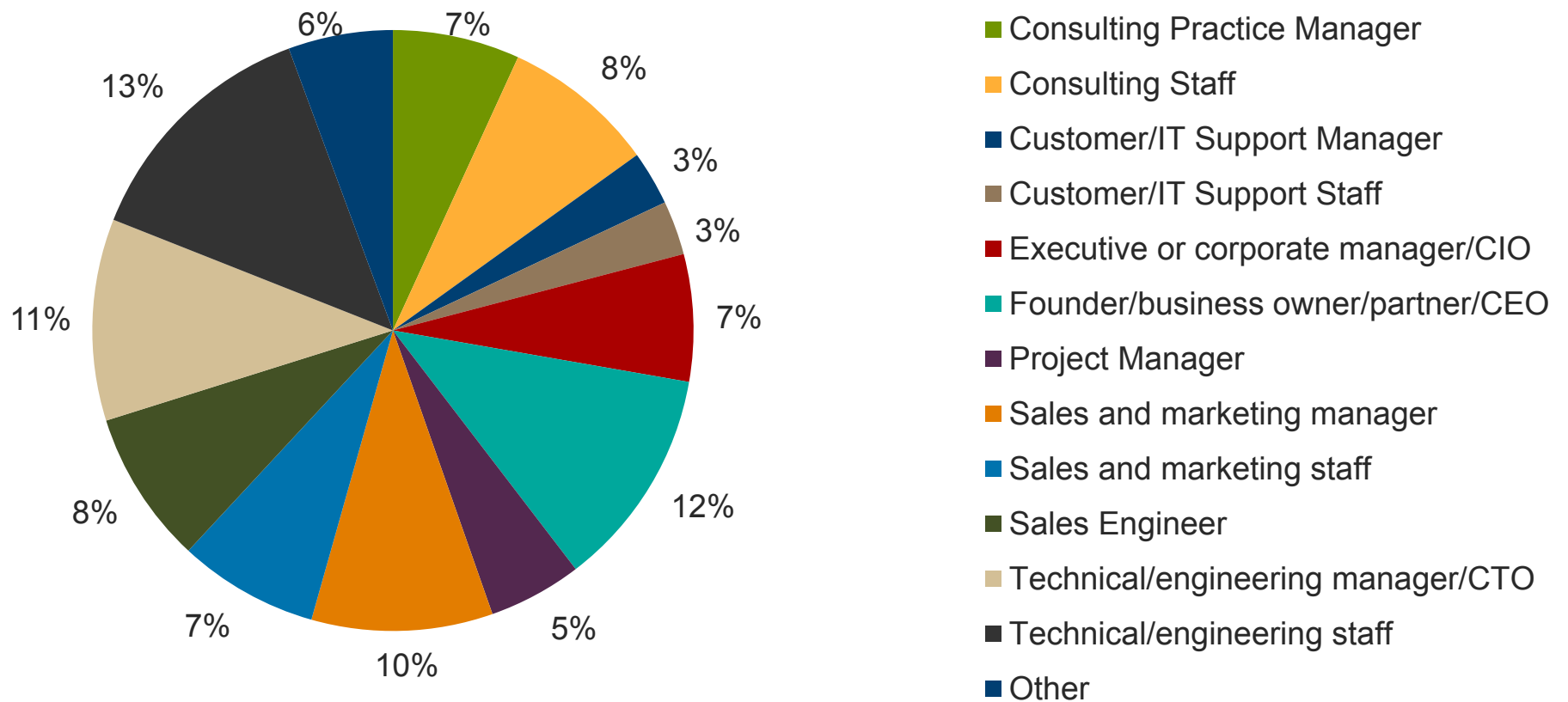


## Survey overview

- Email Survey conducted in **June 2013**
- Respondents were directly employed by a **VAR or solution provider**
- Results based on **372** qualified respondents
- All respondents are from **North America**
- **94%** of respondents are involved in adding products or services to their organization's line card
- **92%** of respondents are involved in recommending products or services to their clients
- Over **53%** of respondents come from organizations that generate more than **\$10 Million** in annual revenue

# Job Title Breakout

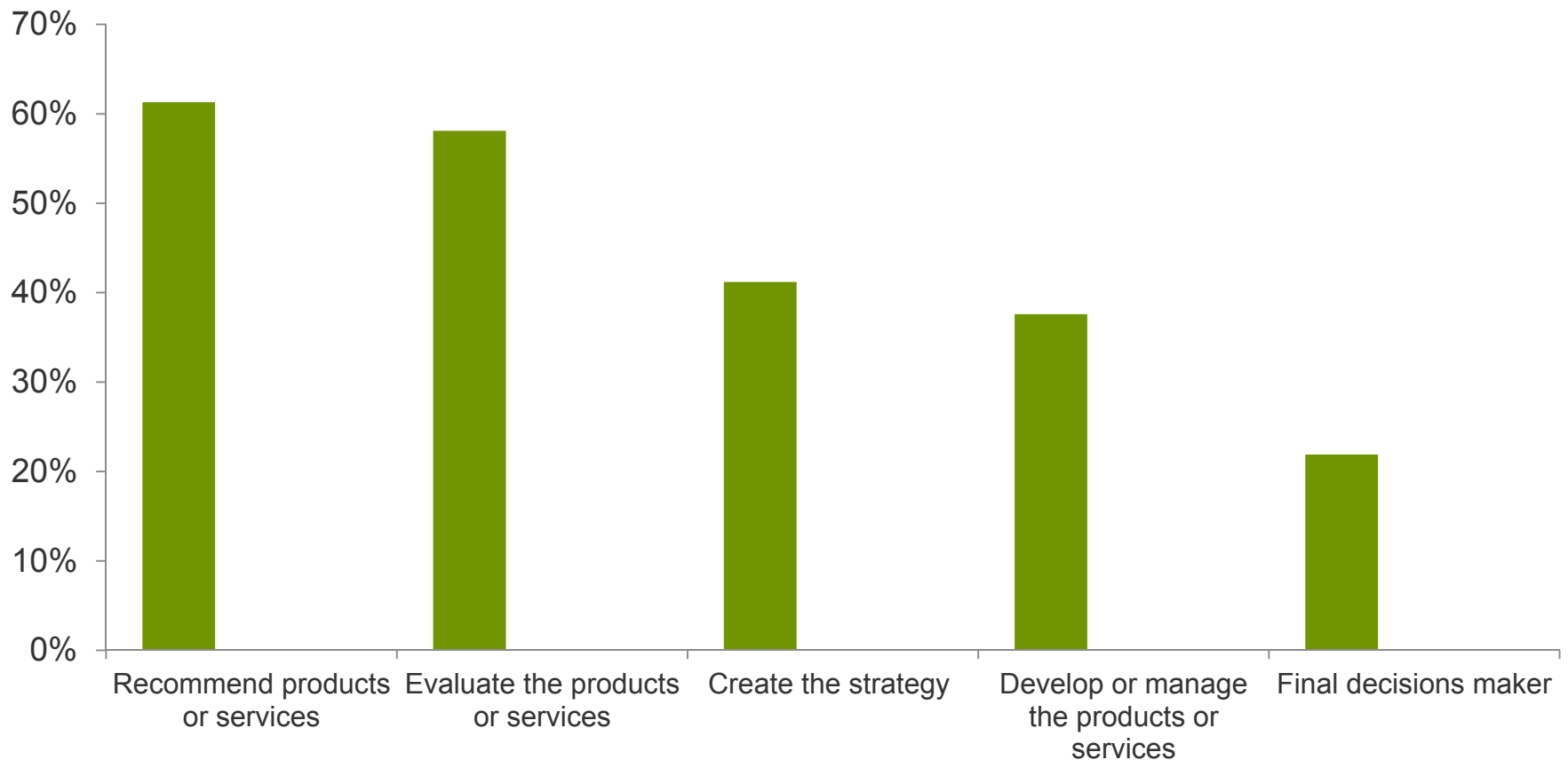
Select the job title that most closely matches yours.



N =279

# Audience involvement in adding products or services to their organization's line card

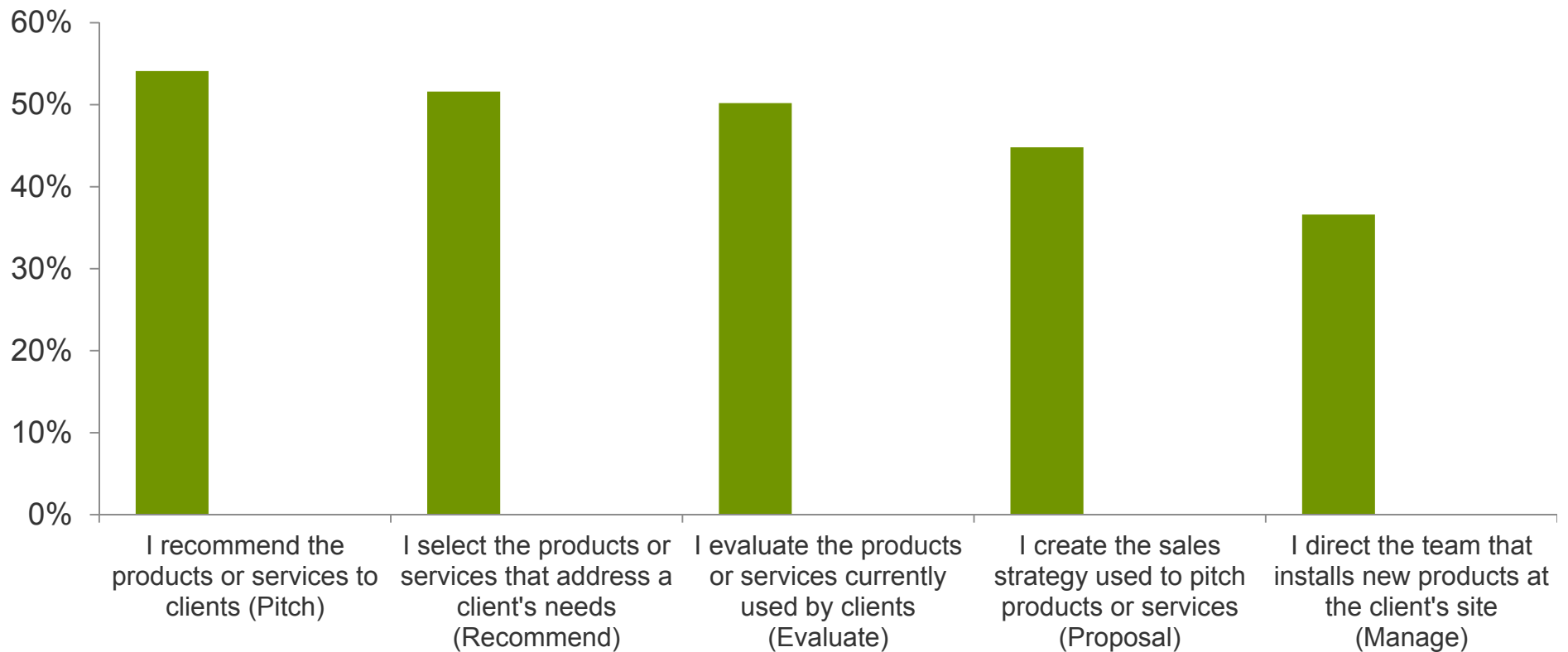
What is your involvement in recommending products or services to your organization's line card for clients? (select all that apply)



N =279

# Audience involvement in recommending products or services

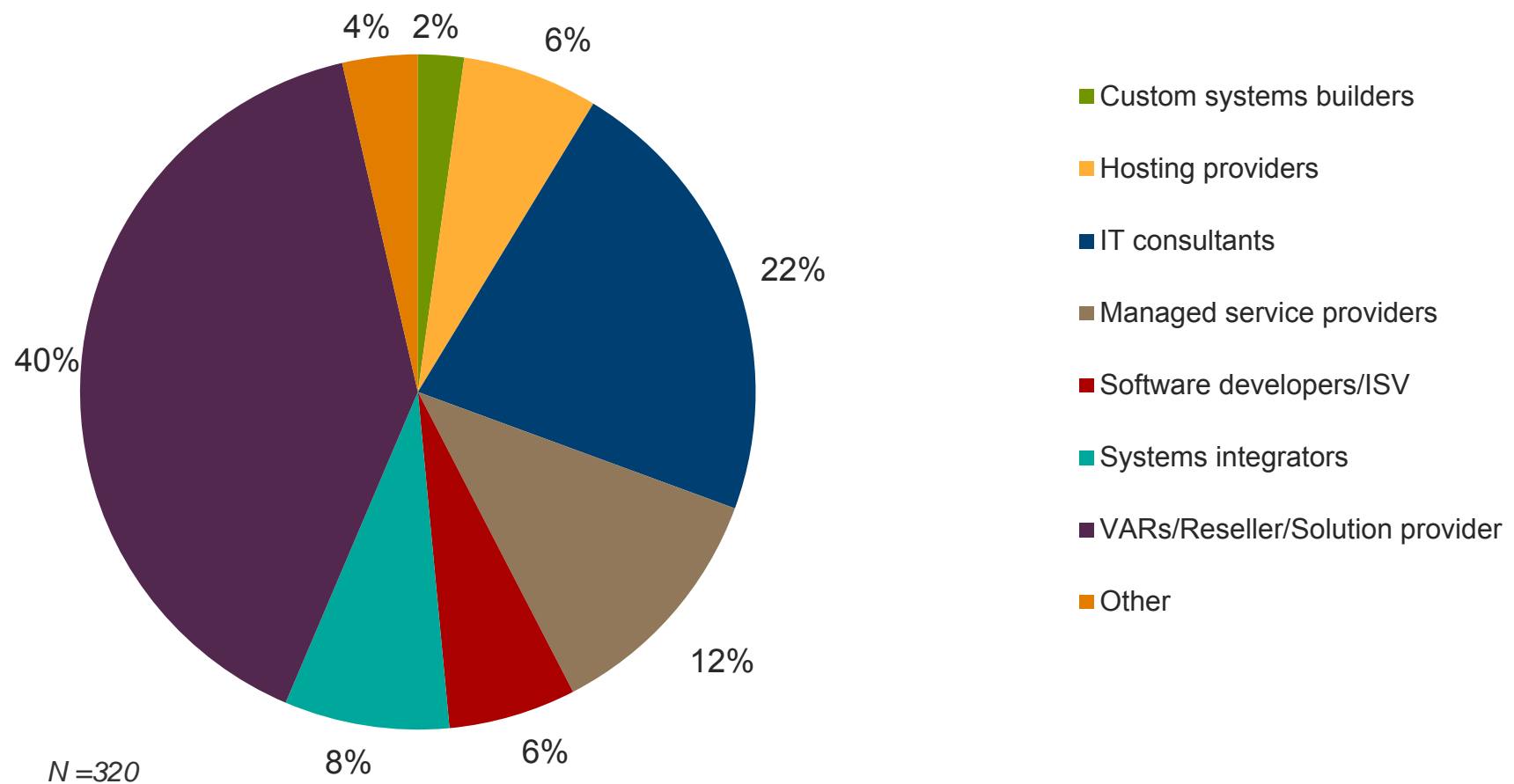
What is your involvement in recommending products or services to your company's clients? (select all that apply)



N =279

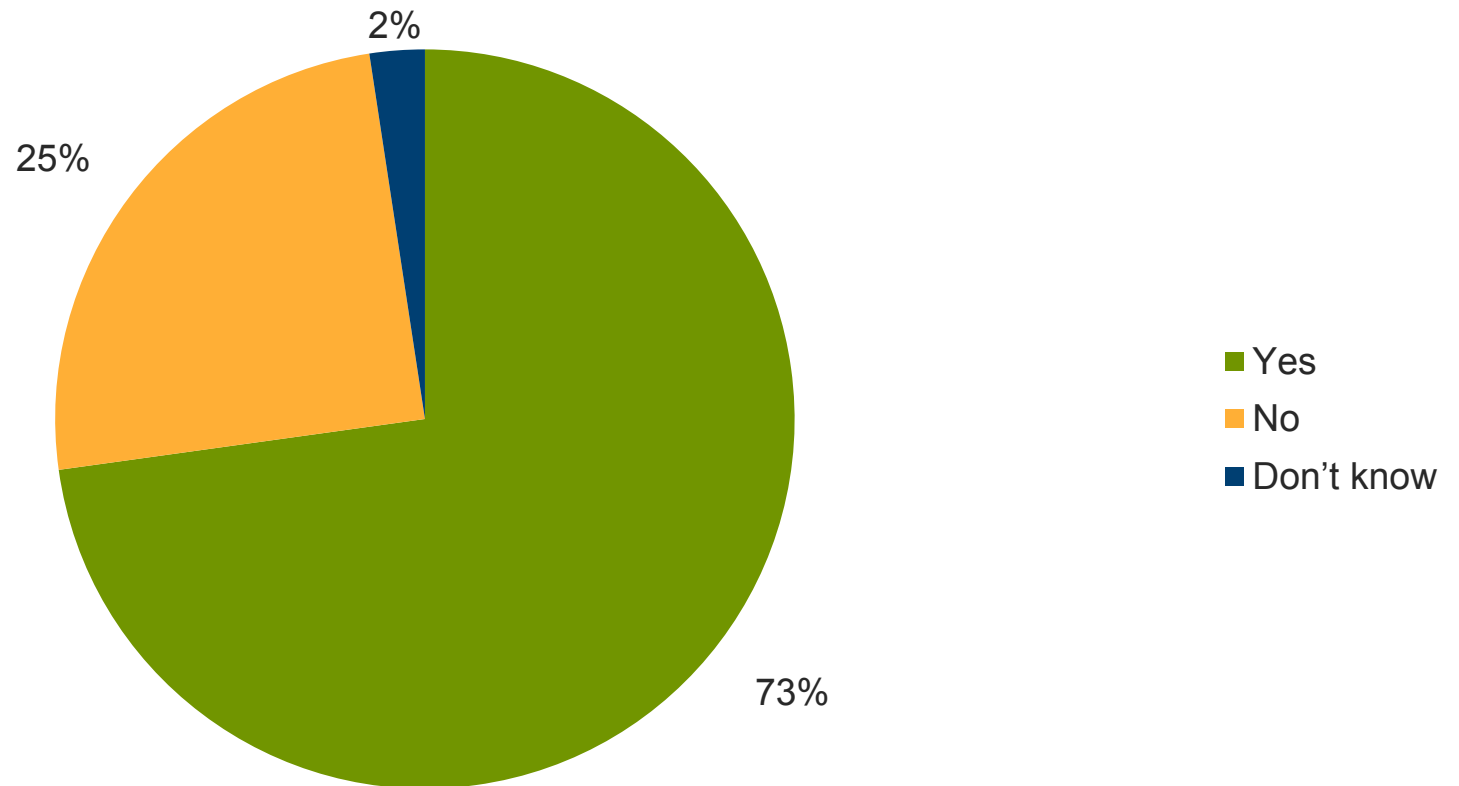
# How do they define themselves?

How does your business primarily define itself in the channel?



# 3/4 of Channel companies offer managed services

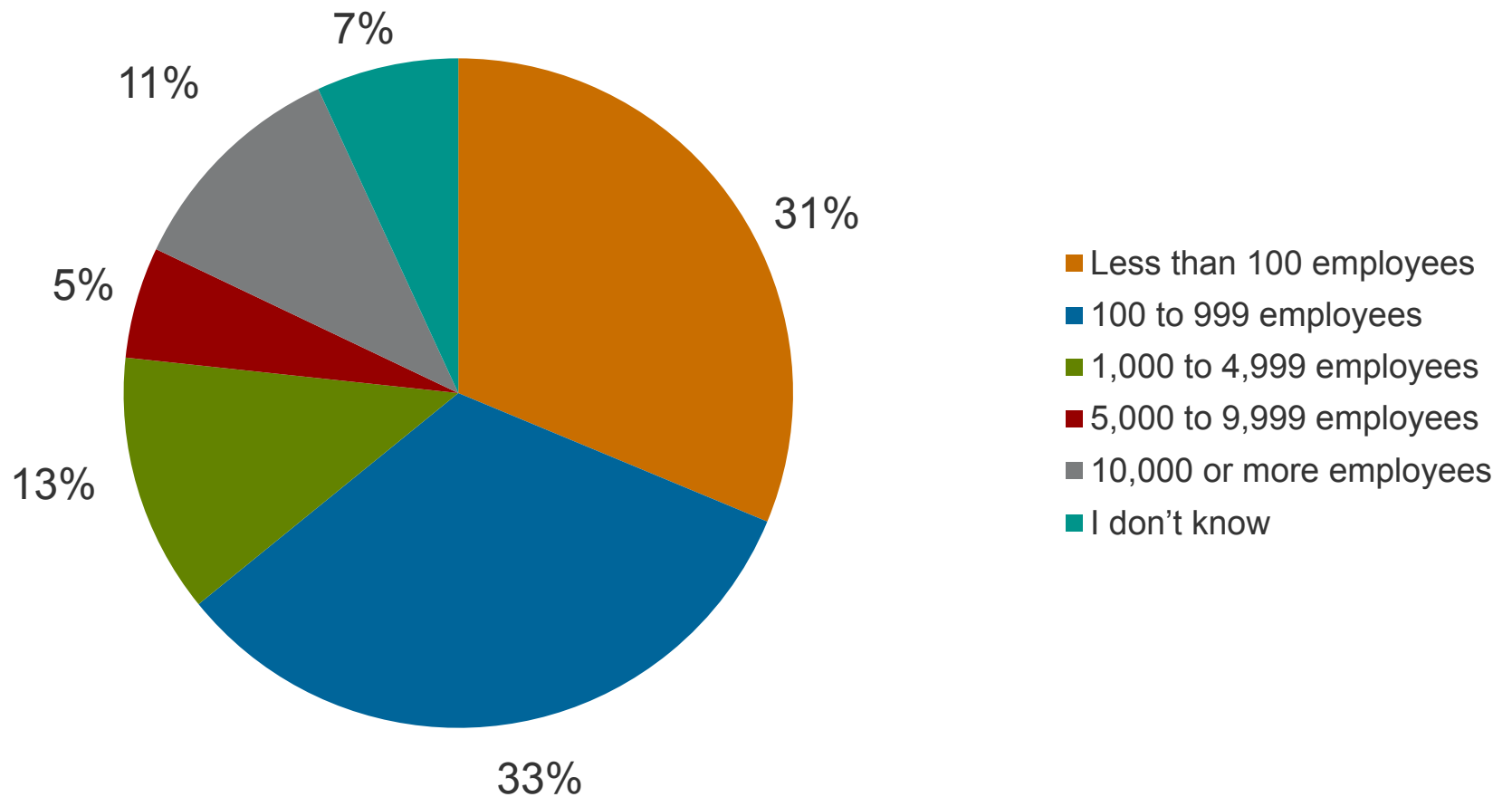
Does your company offer any managed services?



N =284

# Client size breakout – majority focus on SMB

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

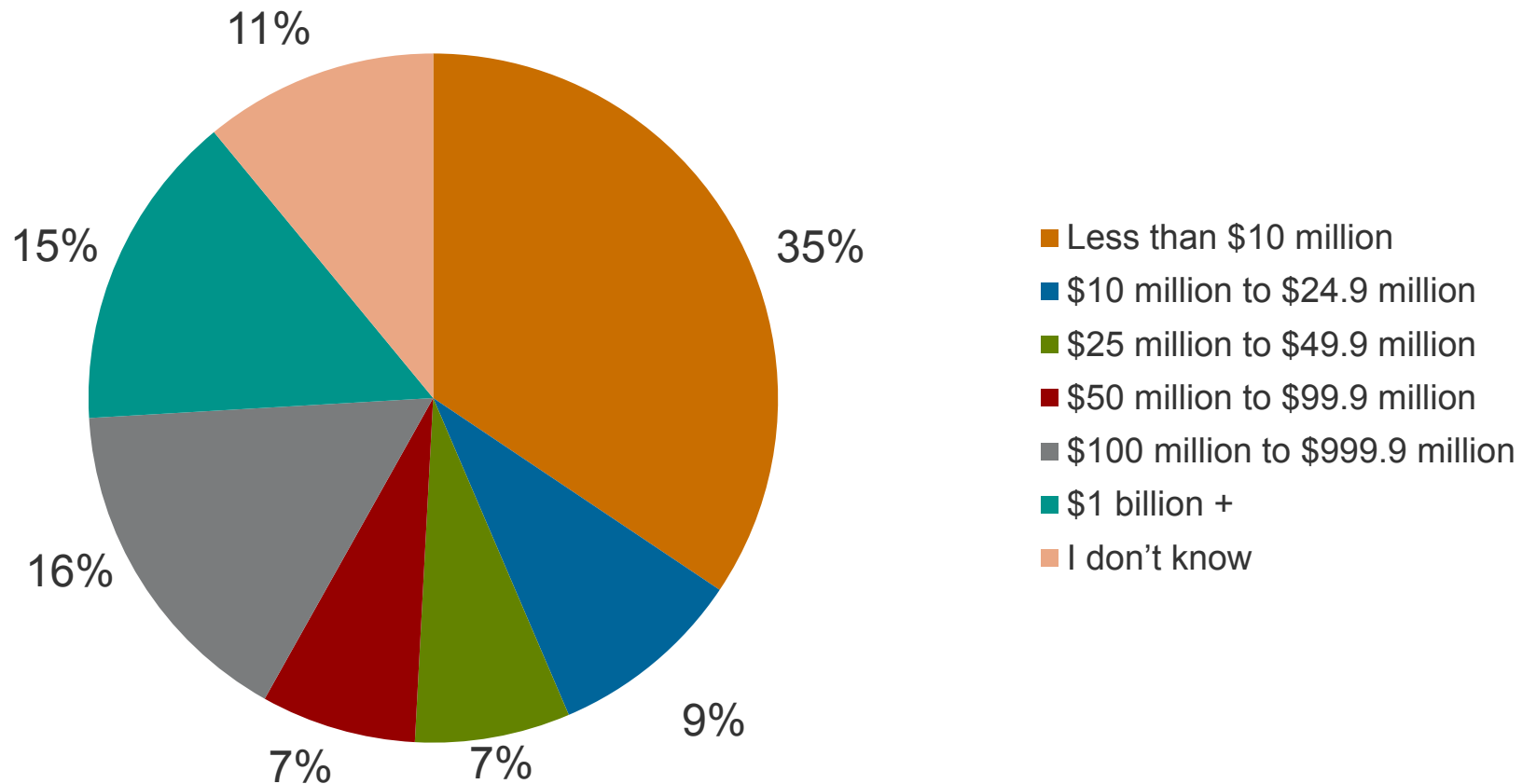


N = 261



# 31% have over \$100 million in annual revenue

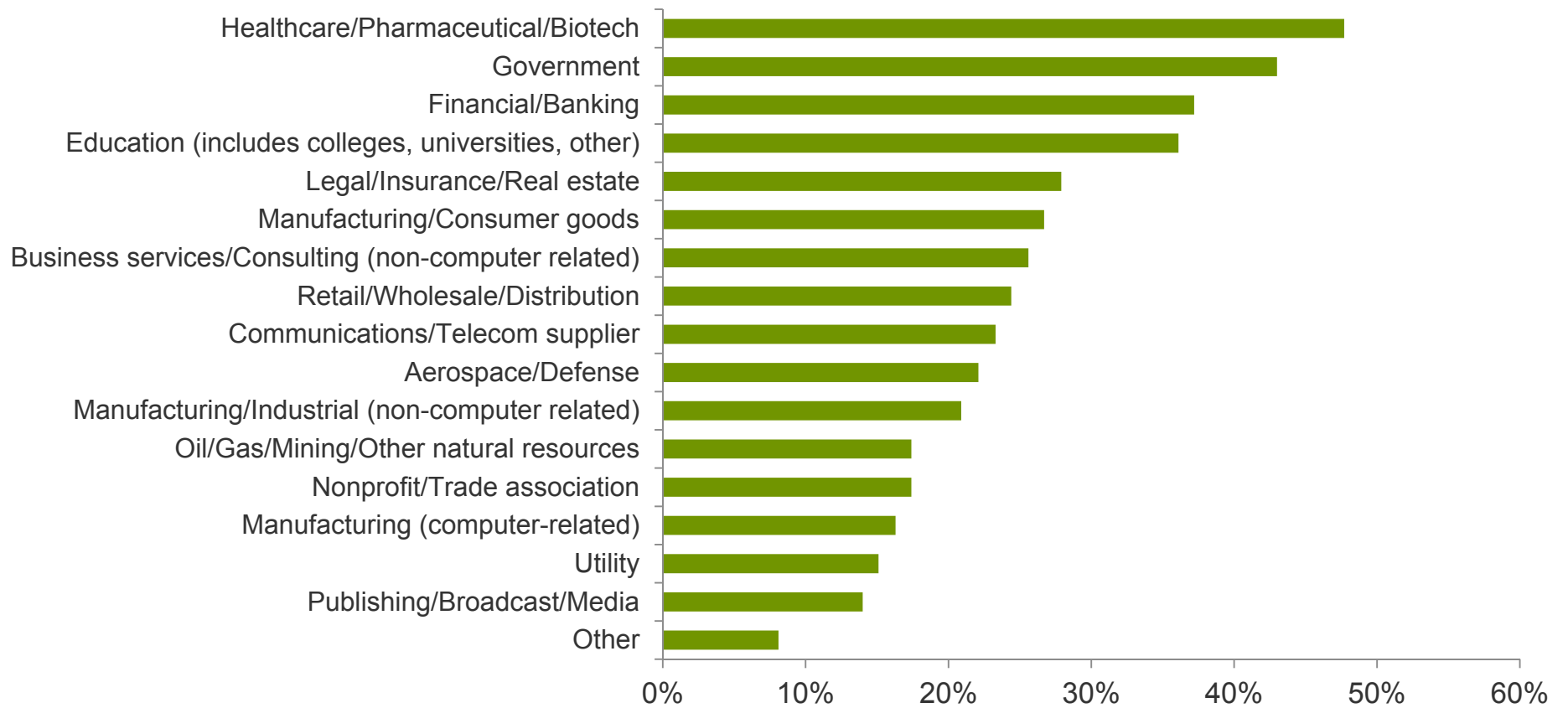
What is the total annual revenue of your organization?



N=261

# Industry focus breakout

What vertical industries do you \*sell to\*? (select all that apply)



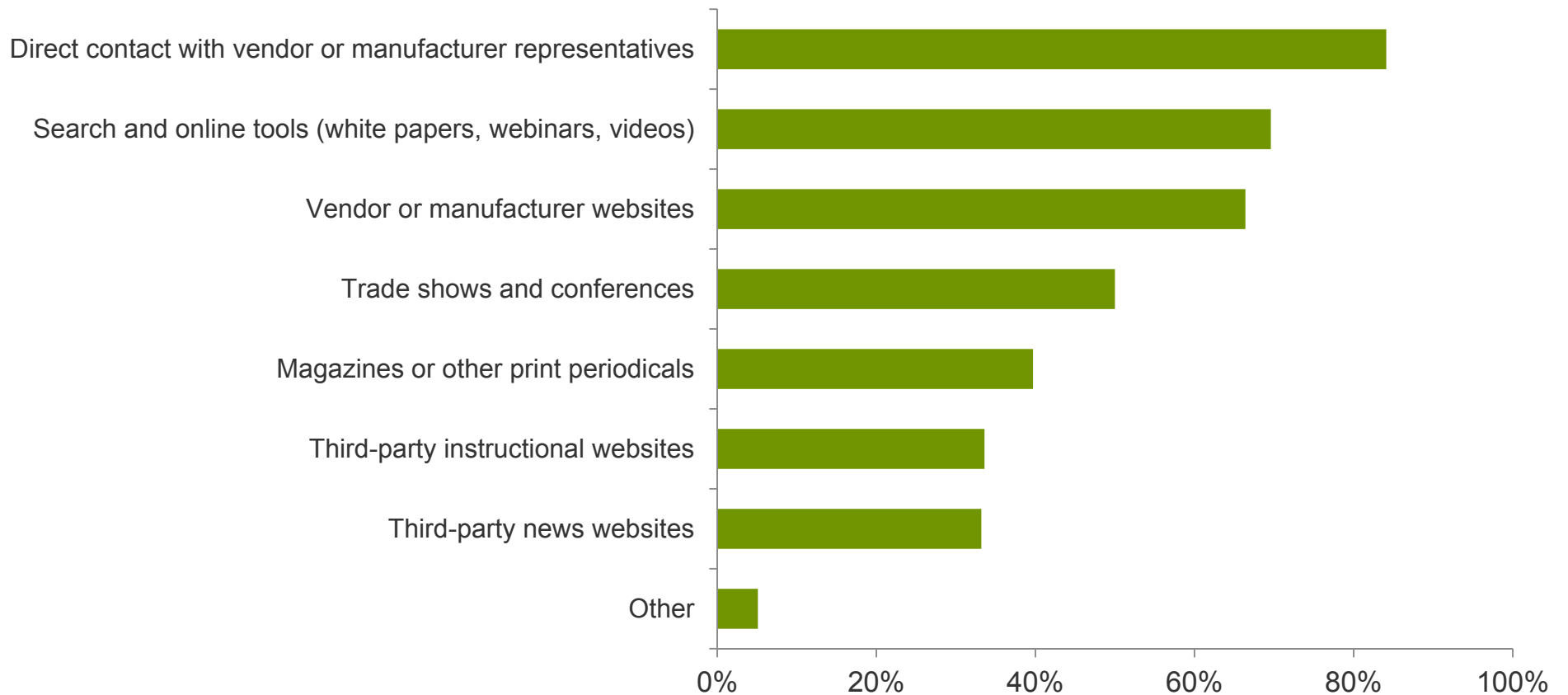
N = 86

## Top 5 Challenges for channel pros

- #5** Interoperability with existing products or services
- #4** Maintaining margins
- #3** Recruiting skilled professionals
- #2** Impact of the current economy on client spending
- #1** Winning new business

# 70% use whitepapers, webinars and video to research new products and solutions

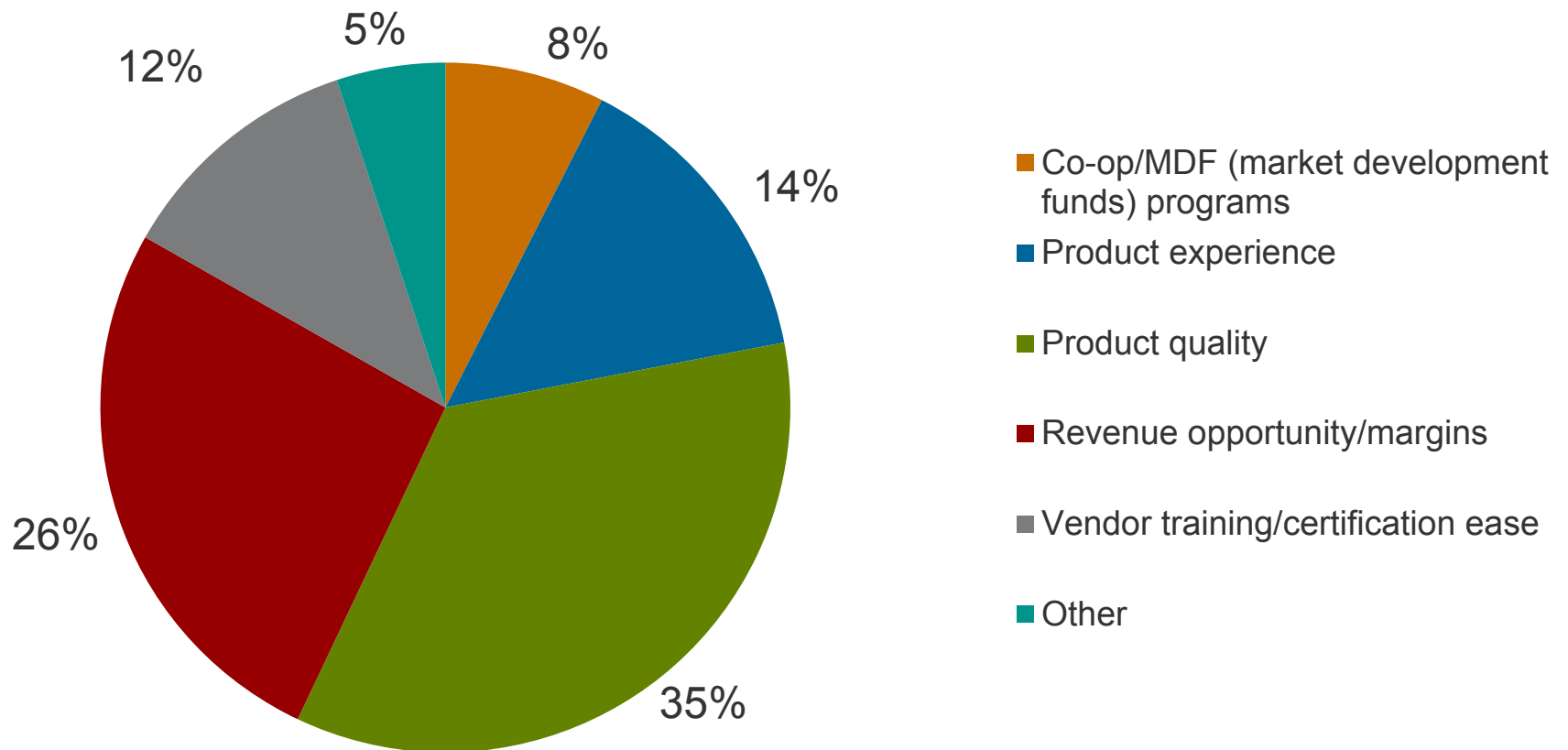
How do you conduct research into new products and solutions for clients? (Select all responses that apply)



N=214

# Product Quality is King

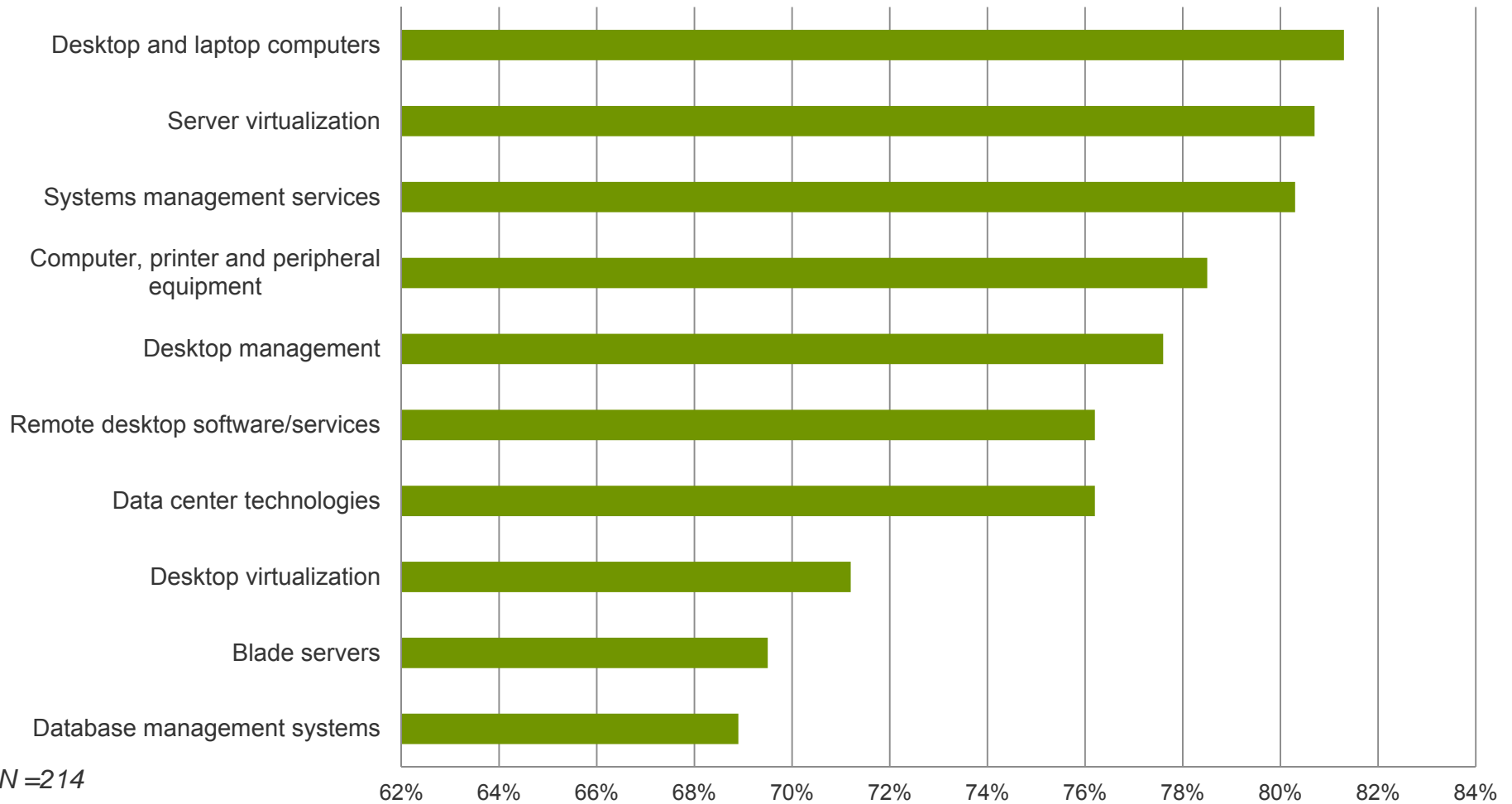
What do you find to be the most important part of your choice to participate in a vendor partner program?



N = 214

# Top 10 Current Systems Technologies \

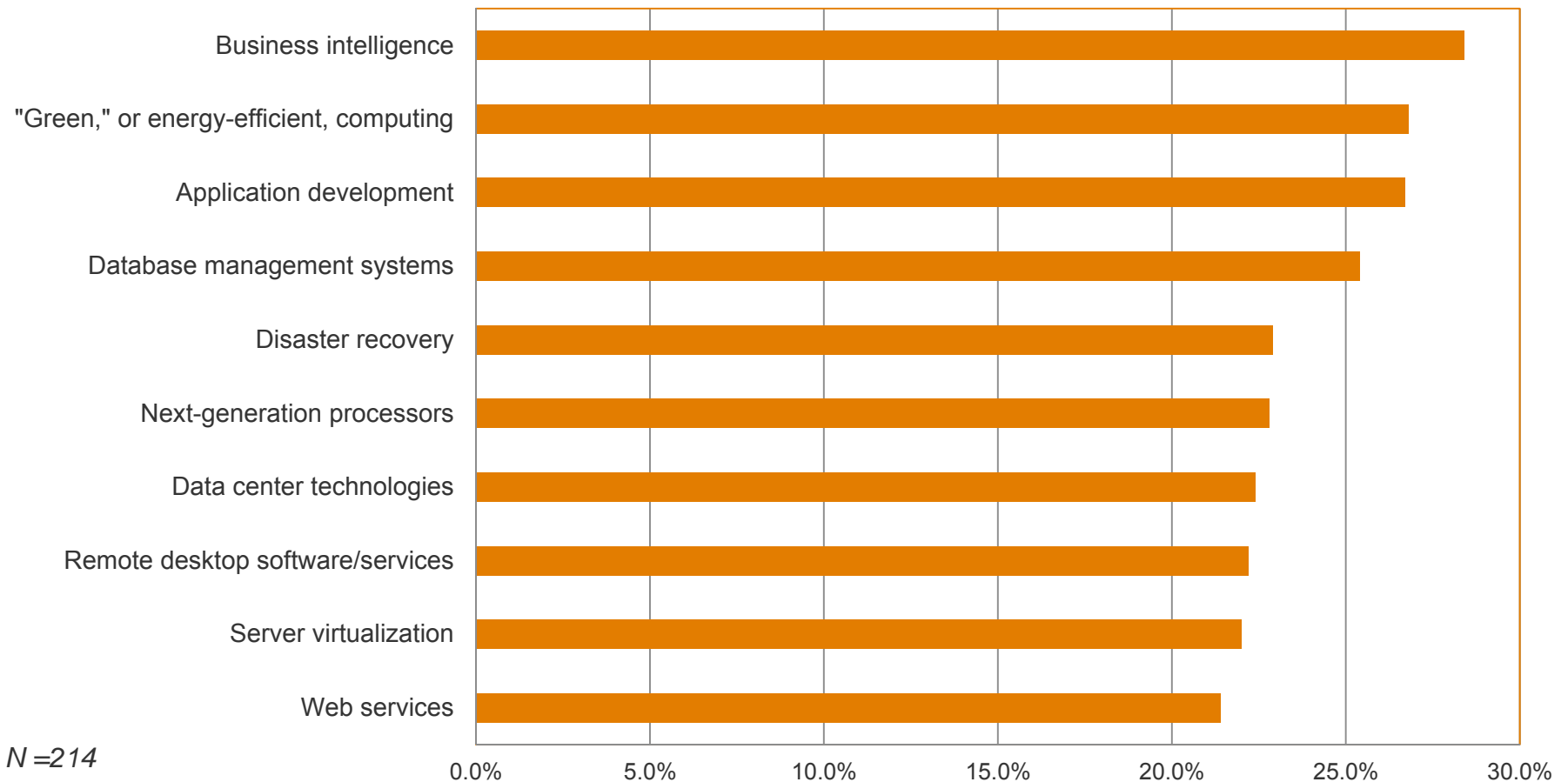
Which systems technologies do you currently offer?



N=214

# Top 10 Emerging Systems Technologies

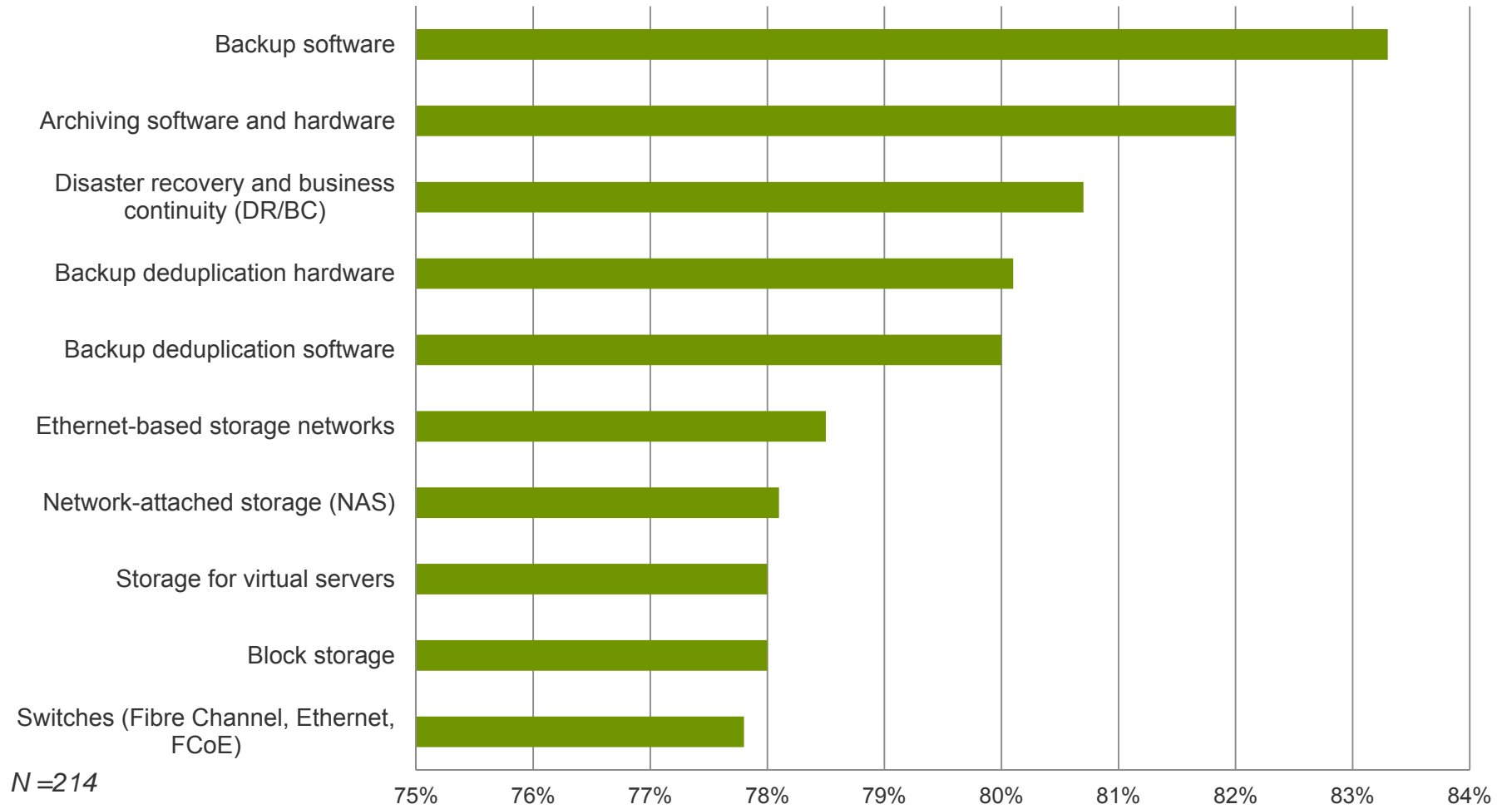
Which systems technologies do you expect to be the most important to your business in the next 12 months?



N=214

# Top 10 Current Storage Systems

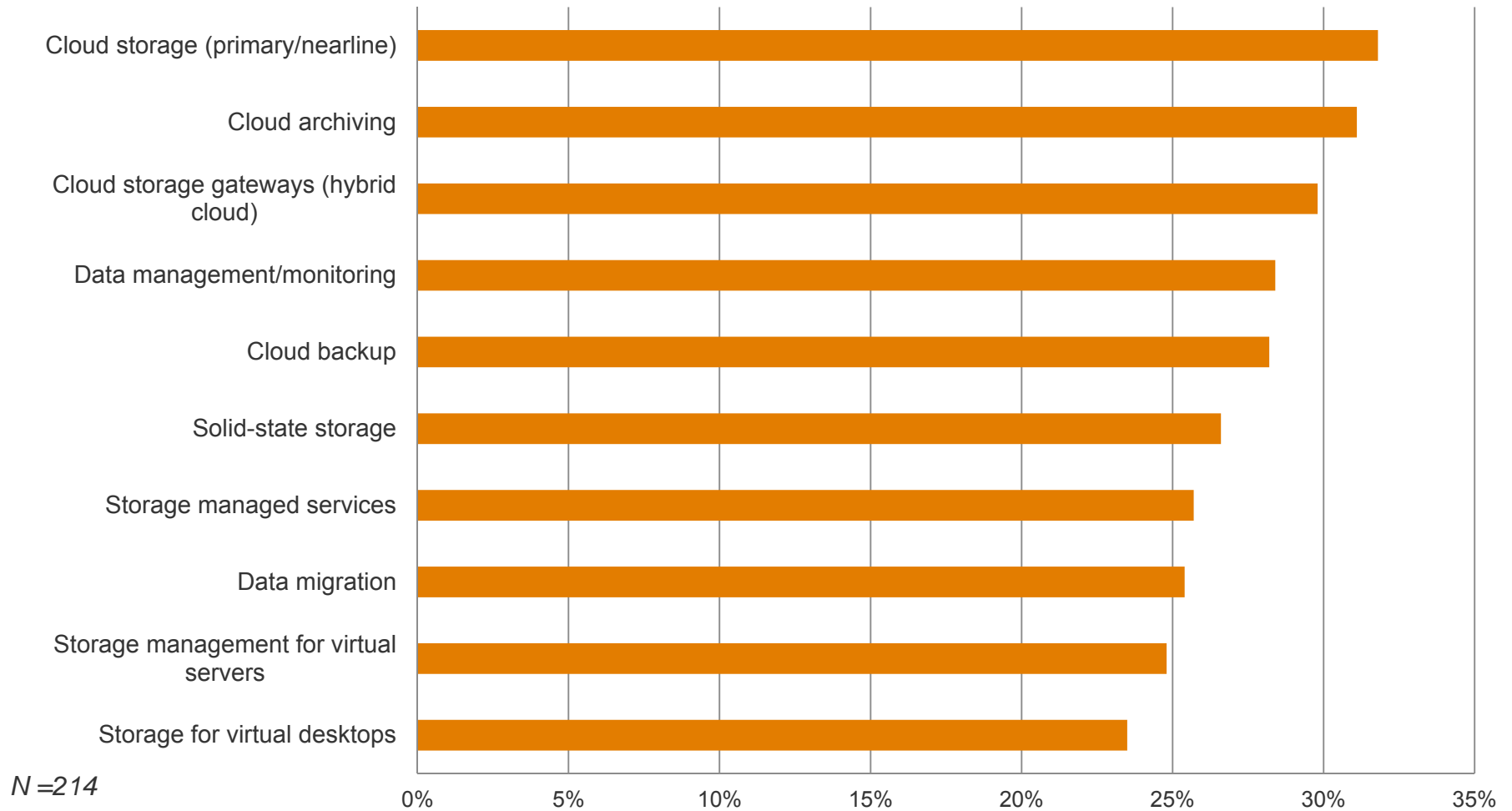
## Storage Technologies





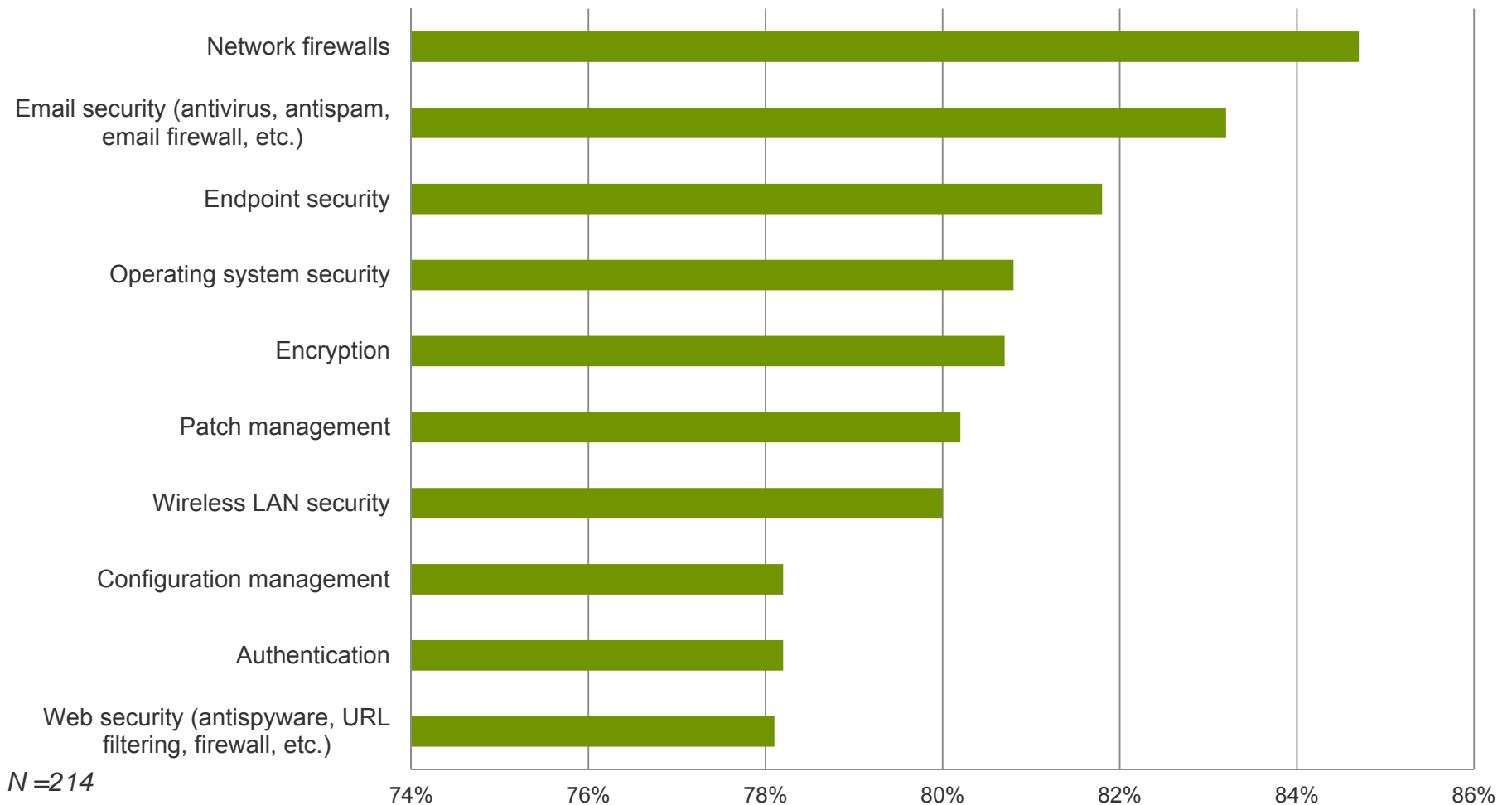
# Top 10 Emerging Storage Technologies

## Storage Technologies



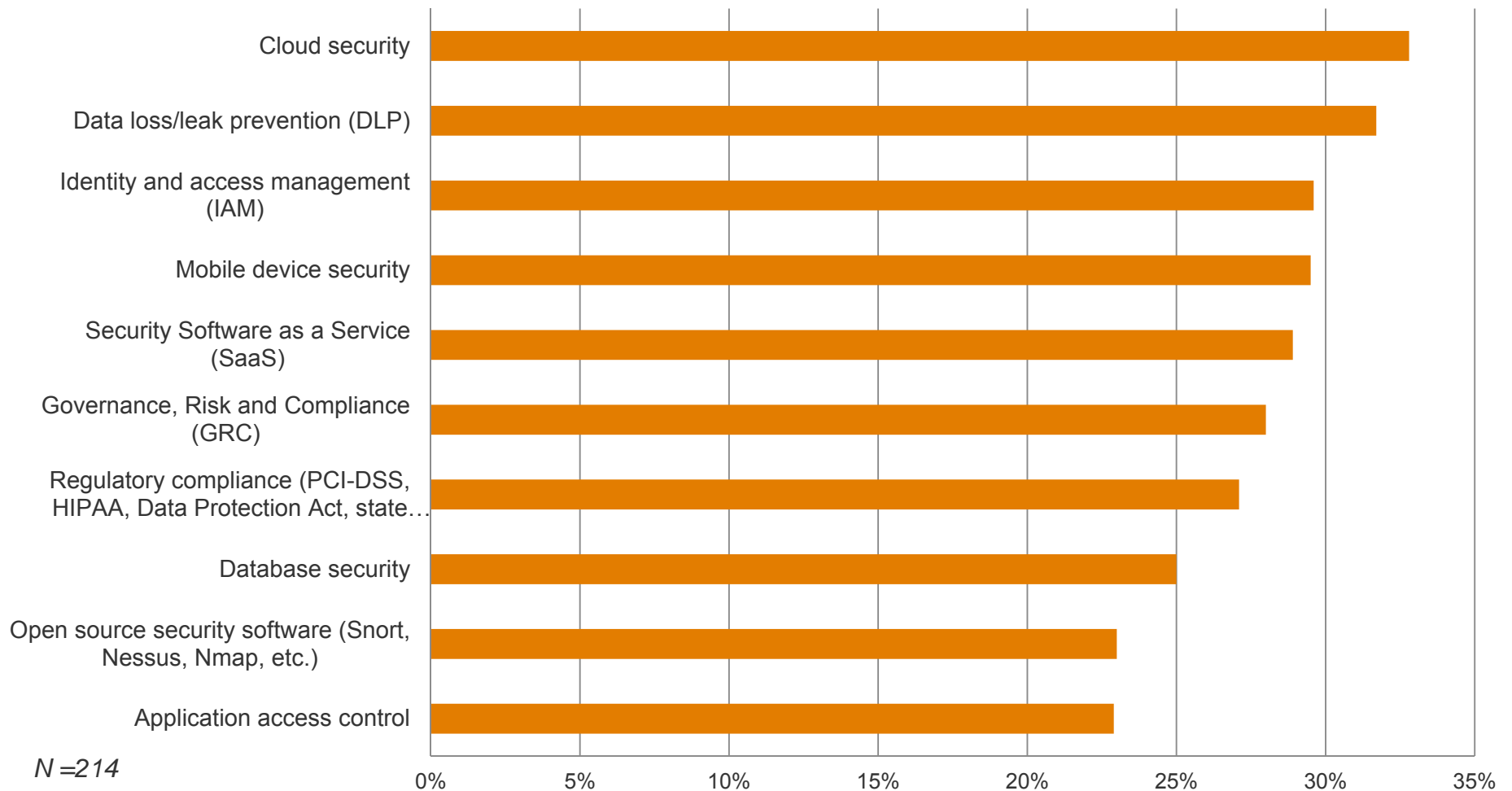
# Top 10 Current Security Technologies

## Security Technologies



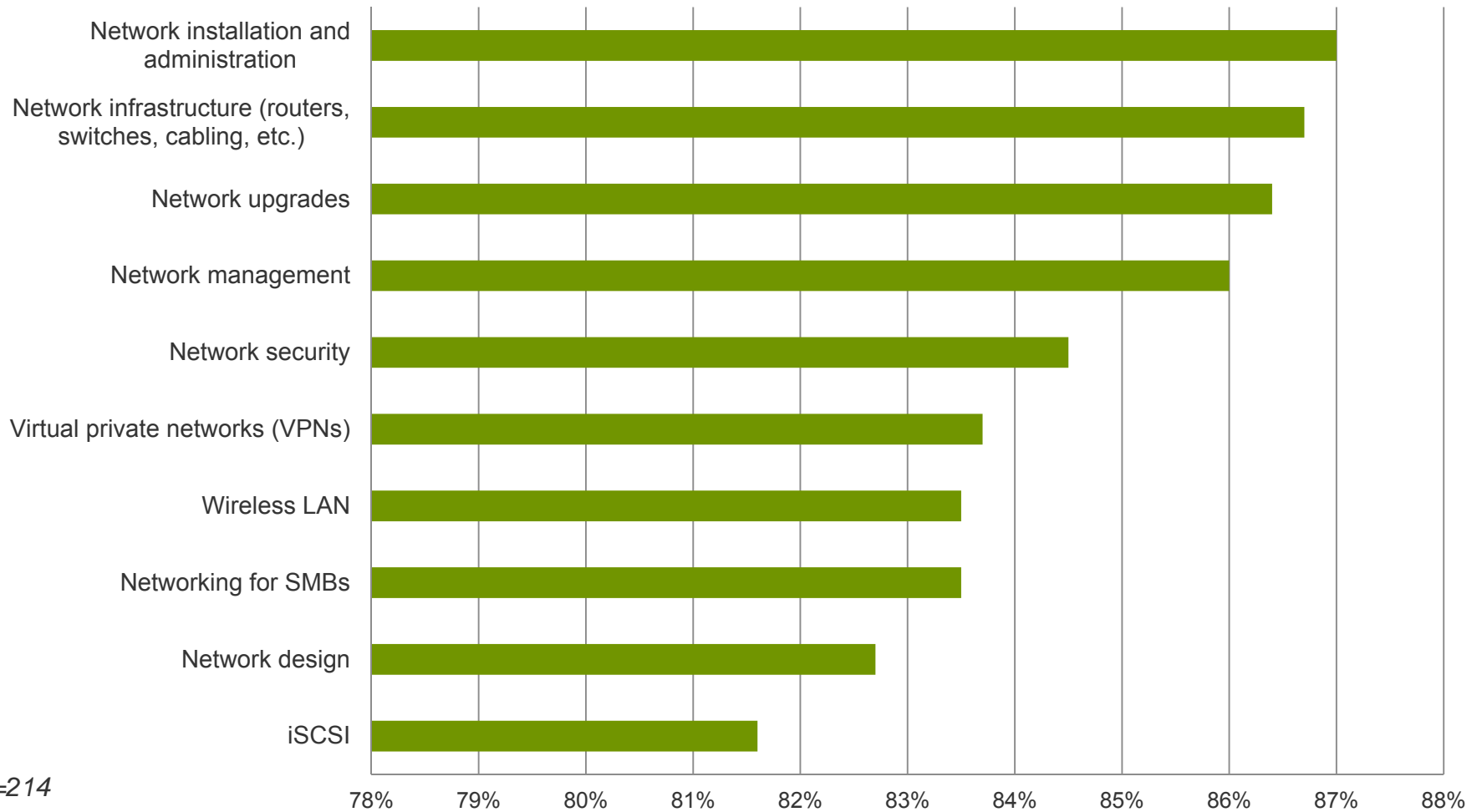
# To 10 Emerging Security Technologies

## Security Technologies



# Top 10 Current Networking Technologies

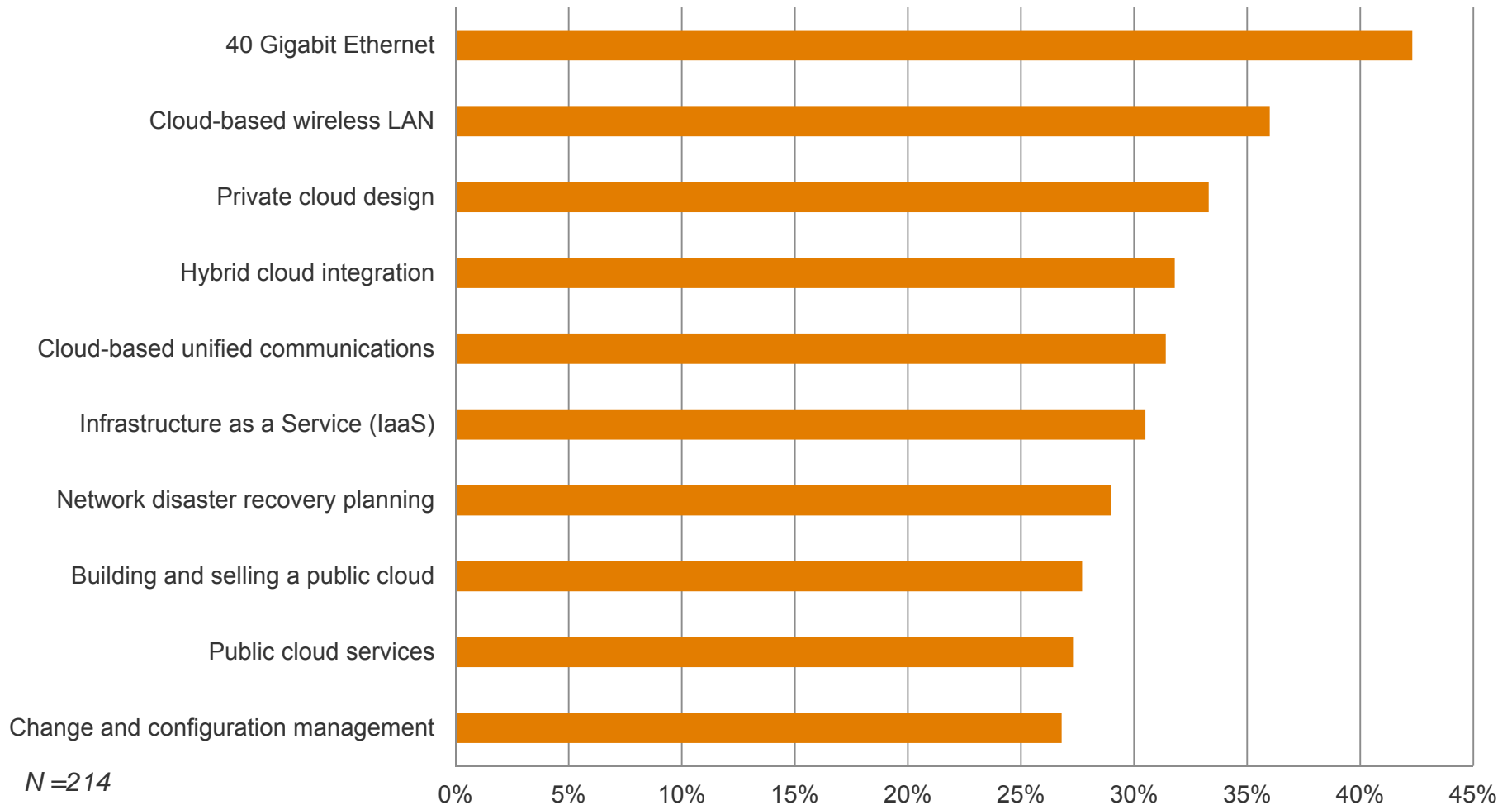
## Networking Technologies



N = 214

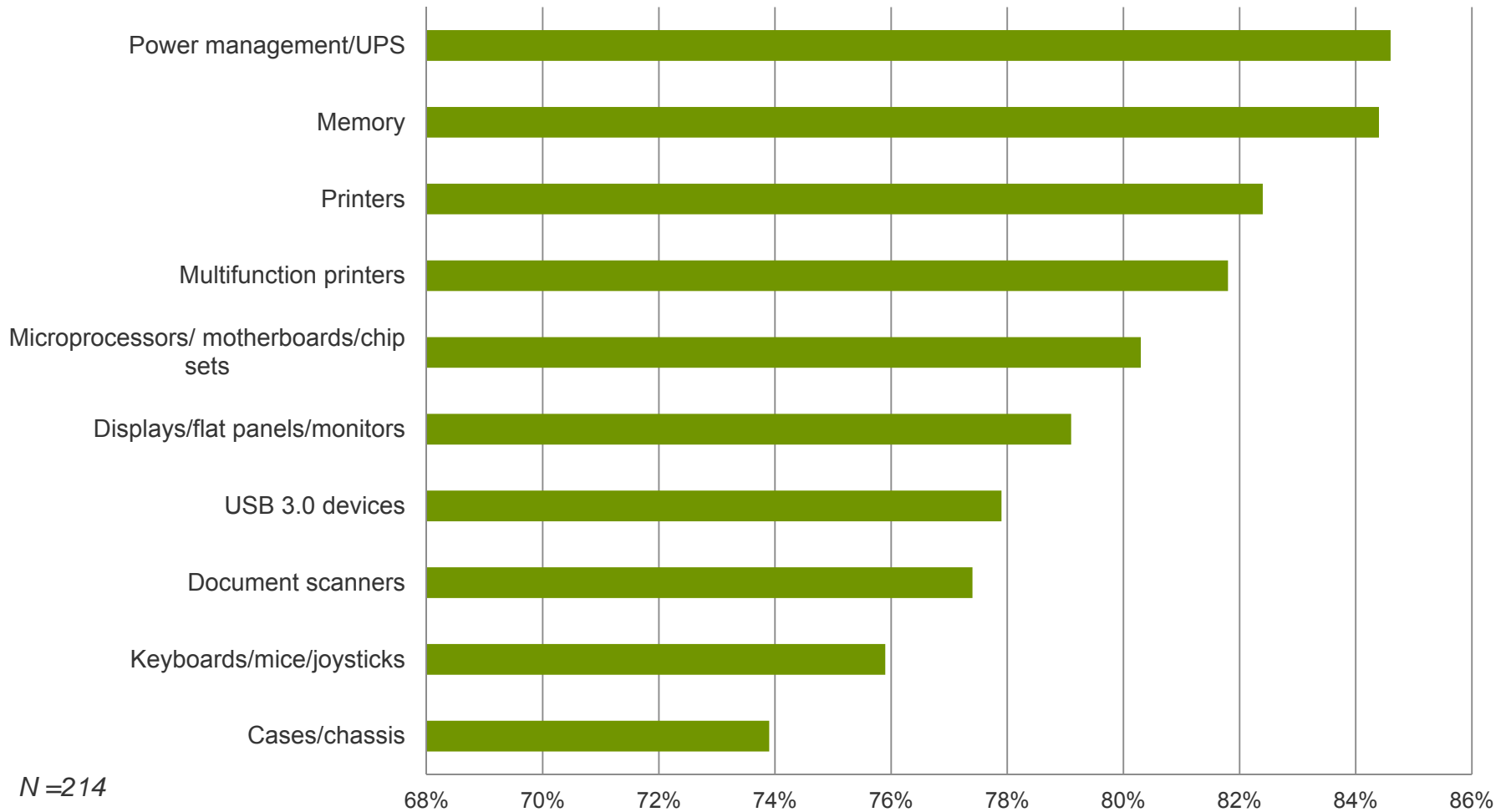
# Top 10 Emerging Networking Technologies

## Networking Technologies



# Top 10 Current Peripherals Technologie

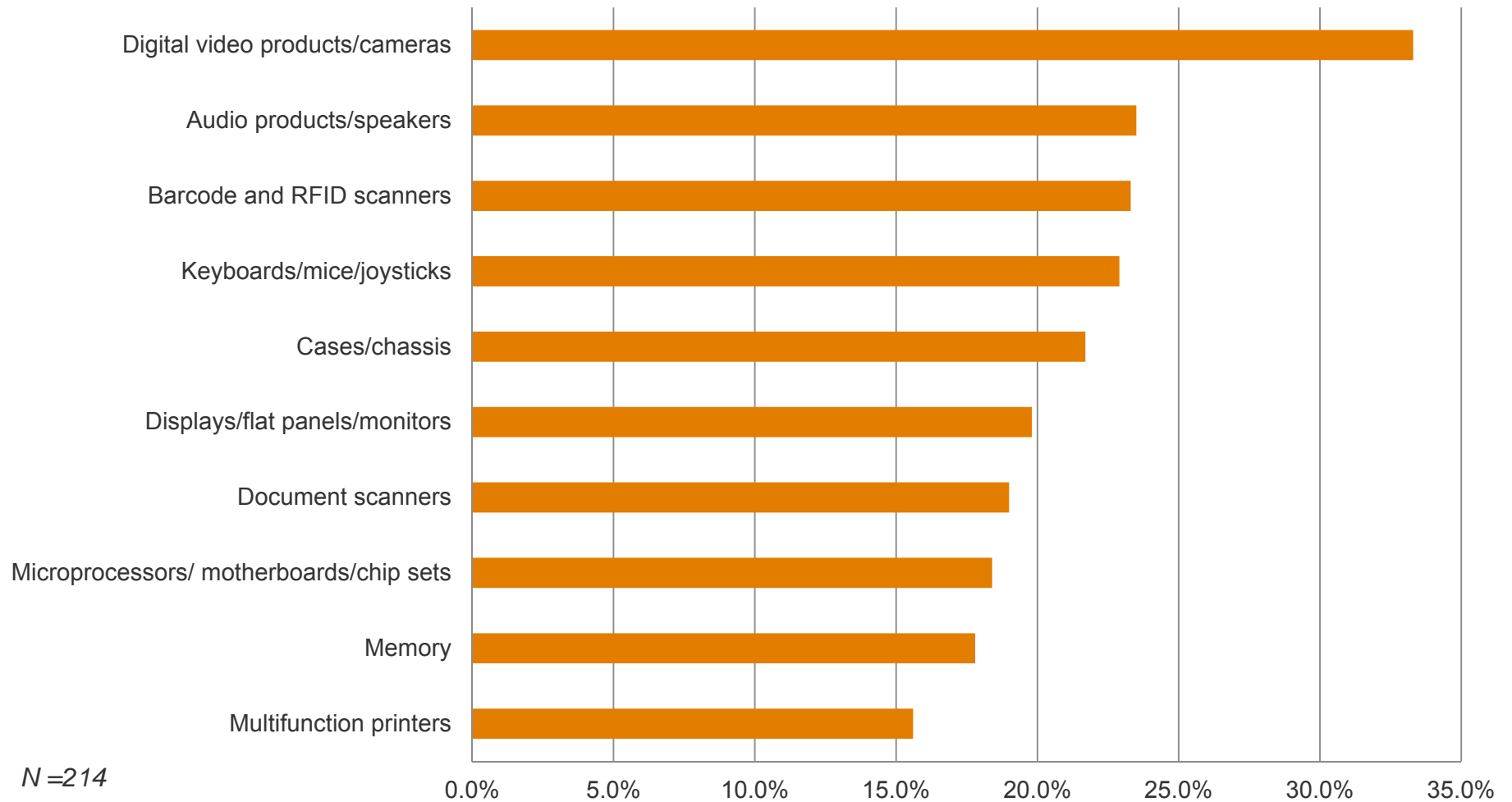
## Peripherals Technologies



N = 214

# Top 10 Emerging Peripherals Technologies

## Peripherals Technologies



## In Summary...

- **Product Quality** is the #1 attribute VARs/Solution Providers look for in a partner
- When researching new solutions and products to offer their clients they turn to **whitepapers, videos, webinars, etc.**
- Legacy solutions such as **Backup Software, Network Management, Business Intelligence and Firewalls continue** to drive VAR/Solution provider business
- Across the board **cloud** will be the single most important technology for VAR/Solution providers in the next 12 months