



Infrastructure Channels and Alliances

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Infrastructure Channels and Alliances* service offers the insight and counsel of experienced analysts to help vendors and resellers design and implement effective channel strategies. This service is an invaluable tool for channel specialists developing and fine-tuning their programs and strategies, and for executives tasked with growing the channel or with focusing on a specific customer segment or vertical.

Markets and Subjects Analyzed

- Datacenter infrastructure: servers, storage, networking
- Laptops, PCs, hardcopy peripherals
- Best practices for channel programs
- Reseller profile and vendor target market requirements
- Current vendor profiles and changing role of distribution
- Channel management strategies
- Impact of commoditization and standardization on the channel
- Assessment of existing channel structures
- Emerging channels
- Impact of cloud services on IT channel ecosystem
- Partners' view on services opportunities

Core Research

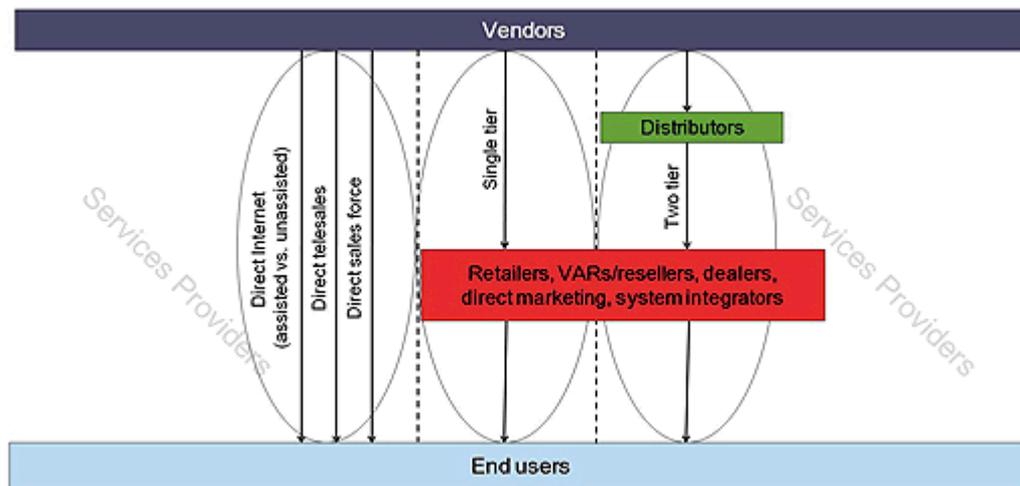
- Direct Versus Indirect IT Spending Forecast
- Emerging Channels and Trends in the Channel Ecosystem
- Services in the Channel
- Supplier Channel Strategies
- Impact of Cloud Services on IT Channel Ecosystem

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Infrastructure Channels and Alliances](#).

Key Questions Answered

1. How should vendors utilize an appropriate channel mix that plays to their strengths while leveraging knowledge of how their customers prefer to buy?
2. How will vendors optimize channel relationships during periods of market disruption?
3. What are the new and emerging channels, and what changes will vendors be expected to make to be successful?
4. How will vendors manage to elevate the channels from business operations to a strategic asset?
5. Can the channel create and capture new business with services?
6. How can the channel own more of the customer account, and how can the vendor assist them?

Infrastructure Channels and Alliances Market



Source: IDC

Companies Analyzed

IDC's *Infrastructure Channels and Alliances* service examines how channel specialists are positioning themselves to compete in the infrastructure market. This service reviews strategies, market positioning, and future direction of several providers, their channels (i.e., direct, indirect, influence, two-tier, and agent), and their alliances in the infrastructure marketplace. Companies analyzed include, but are not limited to:

Acer America, Apple Computer, Arrow, Avaya, Avnet, Brocade, Canon, Catalyst Telecom, Cisco, Citrix, Dell, EMC, Epson, Extreme Networks, F5 Networks, Gateway, Hitachi Data Systems, HP, IBM, Ingram Micro, Intel, Juniper, Lenovo, Lexmark, Microsoft,

NEC, NetApp, NetGear, Oracle, Polycom, Ricoh, ScanSource, Sharp, Sony, Synnex, Tech Data, Toshiba, VMware, Westcon, and Xerox.

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