

# Infrastructure Channels and Ecosystems

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Infrastructure Channels and Ecosystems* service offers market intelligence and expertise to help vendors and distributors design and implement effective channel strategies to drive successful relationships with the spectrum of resale and agent/influence partners that form their channels of distribution. The SIS covers partners' activities including technology consulting, ongoing managed and hosting services, product and services development, and integration of products and services into customer bespoke solutions. This service identifies and analyzes key industry trends and the impact of those trends on vendors and their channel partners' business models. Vendors that offer IaaS, PaaS, infrastructure software, infrastructure hardware, telecommunications, hosting, colocation, and other forms of infrastructure sold through indirect channels are covered. This service advises channel executives developing and fine-tuning partner programs and strategies, and it enables those tasked with growing their channel or a customer segment to make more informed decisions. Subscribers are invited to IDC's semiannual Infrastructure Channel Leadership Council where IDC and channel executives present and discuss key industry issues, providing a unique opportunity for clients to interact with analysts and peers.

## Markets and Subjects Analyzed

- The channel partner business model transformation necessary to deliver digital transformation to end customers
- Channel partner needs and requirements to succeed in a 3rd Platform/digital transformation world
- Channel program design, implementation, and management best practices
- The value of solution reference architectures for the channel
- The changing role of distribution
- The impact of market and technology trends on the infrastructure channel
- Channel partner value evolution and emerging channels
- The new multi-industry channel: IT, telecommunications, and OT
- Channel partner profile and vendor target market requirements
- The growing opportunity for partners at the edge.

## Core Research

- Direct Versus Indirect Infrastructure Hardware and IaaS IT Spending Forecast
- Emerging Channels and Trends in the Infrastructure Ecosystem
- Distributor Marketplace Trends
- Services Value in the Channel
- Infrastructure Vendor Channel Strategies
- The Impact of Consumption andaaS Models on the Infrastructure Channel
- The Impact of the 3rd Platform on the Infrastructure Channel

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 Ecosystems](#).

## Key Questions Answered

1. How should infrastructure vendors and distributors enable partners to deliver customer-tailored solutions quickly, while meeting customers' demands for outcomes, price, and reliability?
2. How will infrastructure vendors optimize channel relationships during periods of market disruption?
3. What are the emerging channels and routes to market, and what changes will infrastructure vendors need to make to how they do business to be successful?
4. How will infrastructure vendors/distributors elevate the channel from business operations to a strategic asset?
5. How can the channel create and capture new business with higher-value services?
6. How can vendors and distributors assist their partners to better leverage the opportunities of digital transformation?

## Companies Analyzed

IDC's *Infrastructure Channels and Ecosystems* service examines how vendor executives leverage their indirect channels to compete in the infrastructure market. This service reviews the strategies, market positioning, and future direction of infrastructure vendors and their channels and channel partners. Companies analyzed include, but are not limited to:

Acer, Apple, Arrow, AT&T, Avaya, AWS, Brocade, Brother, Canon, Cisco, Citrix, Dell EMC, DigitalOcean, DXC, Emerson, Equinix, Ericsson, Extreme Networks, F5 Networks, Google, Hewlett Packard Enterprise, Hitachi Vantara, HP Inc., Huawei, IBM, Infor, Ingram Micro, Intel, Juniper, Konica Minolta, Kyocera, Lenovo, Lexmark,

Lumen Technologies, Microsoft, NetApp, Nimble Storage, Oracle, Pax8, Pure Storage, Rackspace, Ricoh, Riverbed, Salesforce, Seiko Epson, Sharp, Sony, Supermicro, SYNEX, Tech Data, Time Warner, Toshiba, Verizon, VMware, and Xerox.