

# Asia/Pacific Partnering Ecosystems

AN IDC REPORT SERIES

In this period of digital transformation of the economy and enterprise business models, the broader ecosystem of suppliers of IT products and business solutions is critical. Technology buyers now focus on business value as well as speed and agility as these traits are fundamental to an end-user community seeking to transform their systems to sustain business goals in the new digital era. Delivery of services by way of cloud-based platforms is also a disruptor to the traditional business models of channels that themselves need to seek innovative ways to address the needs of end users in the cloud era.

IDC's *Asia/Pacific Partnering Ecosystems* is designed for channel managers within regional infrastructure, software, and services providers to help identify current cloud trends, best practices, and end-user adoption patterns in the changing cloud services market to aid them in their planning.

## Markets and Subjects Analyzed

- Market opportunities in the mature and emerging markets of APEJ
- Trends in regional partnership models
- New engagement models such as industry cloud and brokerage platforms
- Compensation programs for recurring services revenue
- Evaluating partner performance
- Best practices for effective peer partnering governance
- Discerning end-user adoption impact on the ecosystem

## Core Research

- Partner Transformation with IDC's PX Matrix
- Measuring Partner Capability with the IDC Partner Maturity Framework
- Segmenting the APEJ SMB Market
- Partner Opportunities in the Datacenter and at the Edge
- Technology Buyers Buying Sentiment
- The New Channel Entrants for Non-IT Industries

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: [Asia/Pacific Partnering Ecosystems](#).

## Key Questions Answered

1. What are the current trends in cloud partnerships in AP?
2. What are the new partner engagement models within the region?
3. What are some of the best practices for partnering in a cloud ecosystem?
4. What are cloud partner performance measurements being used in AP?

## Companies Analyzed

This service reviews strategies, market positioning, and future direction of several providers in the cloud services market partnership arena, including:

Alibaba, AWS, Cisco, Dell EMC, Google, HPE, Huawei, IBM, Microfocus, Microsoft, NetApp, Nutanix, Oracle, and SAP.