

# Europe, Middle East and Africa Partnering Ecosystems

AN IDC REPORT SERIES

IDC's *Europe, Middle East and Africa Partnering Ecosystems* report series focuses on the partnering ecosystem and how it is being impacted by broader industry transformation. It provides partnering professionals with dedicated, insightful analysis into the complex and diverse partner ecosystem across the Europe, Middle East & Africa (EMEA) region. This service helps partnering executives plan, transition, and execute partnering strategy in a more intelligent way, building upon a strong foundation of independent, specialized partnering research and expert analyst opinion. It explores the impact of changing consumption and purchasing models on the wider partner ecosystem, assessing how these trends are accelerating the evolution of partnering strategies.

## Markets and Subjects Analyzed

- Key trends in the partnering ecosystem with a focus on different partner business models (SIs, VARs, ISVs, MSPs, VADs, etc.)
- Impact of next-generation partner types (e.g., digital agencies, start-ups, developers, ISVs) on the evolving partner ecosystem
- How revenue flows through the partnering ecosystem and new routes to market (e.g., cloud marketplaces, as-a-service)
- Evolving partner business models in the face of technology transformations such as cloud and digital transformation

## Core Research

- *The evolving partner landscape in EMEA*
- *The impact of digital transformation on the EMEA partner ecosystem*
- *New ecosystem business models: opportunities and impact*
- *Case studies and profiles of innovative partners and partnering practices*
- *Best practices in channels, alliances, and partner programs*
- *Best practices for engaging with next-generation partners and promoting differentiation within the partner base*

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: [Europe, Middle East and Africa Partnering Ecosystems](#).

## Key Questions Answered

1. What market forces in EMEA need to be assessed to execute successful partnering and alliance strategies?
2. What does the current partnering landscape look like in EMEA? How are different routes-to-market evolving and developing?
3. What are vendors currently doing to drive partner profitability, satisfaction, and loyalty?
4. How do vendors measure the success of partner programs?
5. What sort of new partner ecosystems are emerging in EMEA?
6. How do vendors transition their existing partnering strategy to accelerate "as-a-service" delivery models?
7. What are the key next-generation partners that vendors should be considering in EMEA?

## Companies Analyzed

IDC's *Europe, Middle East and Africa Partnering Ecosystems* report series analyzes the channel strategies, program best practices, positioning, and overall strategic directions of major vendors and partner organizations using both a quantitative comparison of activities and programs and a qualitative understanding of each organization's strategies. A representative list of vendors typically covered includes:

Accenture, Adobe, Alibaba, ALSO, Atlassian, AWS, BMC, Broadcom, BT, Cisco, Citrix, Dell, Dimension Data, Exertis, Fujitsu, Google, HP Inc., Hewlett Packard Enterprise, IBM, Ingram Micro, Juniper, McAfee, Microsoft, NetApp, Oracle, Palo Alto, PWC, Red Hat, Sage, Salesforce, SAP, SAS, Schneider Electric, ServiceNow, Snowflake, Tanium, Tech Data, Trend Micro, VMware, Westcon, Workday

In addition to vendor analysis, IDC provides an analysis of the strategies of major players within partnering ecosystems (including distributors and downstream partners) as well as complementary entities such as SIs, marketplaces, and ISVs.