IDC

Software Channels and Ecosystems

IDC's *Software Channels and Ecosystems* research service offers intelligence and expertise to help partner strategy and/or program executives and their teams develop, implement, support, and manage effective channel strategies and programs to drive successful relationships with partners across the sell, service, and build motions. In addition, this service provides a comprehensive view of the value of the indirect cloud market (SaaS and PaaS) and its leading vendor proponents. It also identifies and analyzes key industry trends and their impact on channel relationship drivers and channel partner business models. Subscribers are invited to IDC's semiannual Software Channel Leadership Council where IDC and partnering and/or program executives and their teams present and discuss key industry issues.

MARKETS AND SUBJECTS ANALYZED

- Multinational cloud vendors
- Digital transformation in the partner ecosystem
- SaaS and PaaS channel revenue flow
- Marketplaces

- Cloud and channels
- Partner-to-partner networking
- Key channel trends
- Software partner program profiles and innovative practices

CORE RESEARCH

- Channel Revenue Forecast and Analysis
- Partner Marketing and Communications
- Ecosystem Transformation

- Cloud and Channels
- Emerging Partner Business Models
- Partner Collaboration

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: Software Channels and Ecosystems.

KEY QUESTIONS ANSWERED

1. What are the most effective ways to manage and support channel strategies and programs?
2. How are software vendors maximizing the influence and resale capabilities of their channel?
3. How is digital transformation (and AI) affecting partners, and what are software/cloud vendors doing to prepare their partners?

4. What are the key components of a channel program, and which software/cloud companies are developing winning strategies in this area?
5. What are vendors currently doing to drive partner profitability, satisfaction, and loyalty?
6. How large is the indirect SaaS and PaaS channel, and how does revenue flow through it?

COMPANIES ANALYZED

IDC's *Software Channels and Ecosystems* research service analyzes the channel strategies, program best practices, positioning, and overall strategic directions of major software and cloud 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 tracked includes:

Arrow, AWS, Broadcom, CDW, Cisco, Citrix, Google, Hitachi Vantara, IBM, Infor, Ingram Micro, Insight, Microsoft, Oracle, Red Hat, Sage, Salesforce.com, SAP, SAS, TD SYNNEX, Twilio, and Workday.