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According to IDC the EMEA networking channel will soon face a changing landscape due to the rapid adoption of cloud-based solutions.



The analyst describes the networking channel market in EMEA as "a dynamic environment that is constantly evolving, fueled by new technologies, changing customer demands, an alternate vendor landscape, and an uncertain economy." However cloud adoption is also on the rise, as enterprises start centralising their applications, servers, data and storage resources in the name of cost-efficienct and agility.

Major EMEA vendors are already rolling out cloud enablement programs initiatives, such as Cisco's Cloud Partner Program (CPP)-- and IDC forecasts this trend will continue, as "the focus on partner competency is essential in a cloud economy."

The overall channel partner ecosystem should also see new players, including Cloud Service Aggregators (CSAs) like CloudBroker.

The analyst predicts (cloud) service providers will gain "significant share" in the cloud service value chain, since these partners are high-volume consumers of infrastructure, technology development partners and market influencers.

Go Cloud Will Change Networking Channel in EMEA Says IDC