

2112 Research: Vendors, Partners Expect Positive 2018

Written by Alice Marshall
23 February 2018

According to the 2112 Research annual Channel Forecast and Channel Chief Outlook report vendors and partners are optimistic about growing sales in 2018-- even if such expectations come with at least some concern.



2018 Channel Forecast BY THE NUMBERS

The channel is in a state of cautious optimism, with guarded expectations for growth in an industry still being tested by cloud transformation. Here's a sampling of some of the **numbers in the 2018 Channel Forecast**.

PERCENTAGE OF PARTNERS INVESTING IN...



percentage of partners that see **PRODUCT AVAILABILITY** as the KEY BENEFIT OF DISTRIBUTORS



percentage of partners that feel VENDORS WOULD PREFER TO **CIRCUMVENT THE CHANNEL & SELL DIRECT**



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2018 is expected to be a positive year for vendors and partners, with many expecting a strong start to the year. The market is expected to be driven by a combination of factors, including a strong economy, a growing middle class, and a focus on innovation and technology. Many vendors and partners are expected to see a strong increase in sales and revenue, with some expecting to reach new heights. The market is also expected to be driven by a combination of factors, including a strong economy, a growing middle class, and a focus on innovation and technology. Many vendors and partners are expected to see a strong increase in sales and revenue, with some expecting to reach new heights.



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2018 Channel Chief Outlook: BY THE NUMBERS

The 2112 Group asked channel chiefs about their channel plans and perceptions. The following is a sampling of their **insights, experiences, and beliefs about channel performance and value.**



40% are CHALLENGED
in getting partners to
ADOPT NEW TECHNOLOGIES



19%
**PLAN TO INTRODUCE
CURATED, LIMITED-
DISTRIBUTION PRODUCTS**



39%
**THINK MANAGED SERVICE
PROVIDERS will DOMINATE
INDIRECT SALES in 2023**



4/5
RECRUIT
Recruiting partners
to **expand channel
capacity**



2/3
INCENTIVE
Are increasing partner
incentives to **stimulate
indirect sales**



1/3
INNOVATE
Say product
innovation **instills
partner loyalty**

3% **BELIEVE CERTIFICATIONS
INFLUENCE PARTNER BEHAVIOR**



3%
**say TECHNICAL
CERTIFICATIONS &
VERTICAL SPECIALIZATIONS**

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[2112 Channel Forecast Study: Channel Chief Outlook Report](#)