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.



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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...**



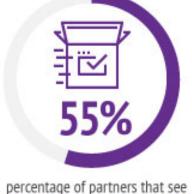
60%

cloud services offerings to grow their business



additional vendor hardware and software offerings





PRODUCT AVAILABILITY as the KEY BENEFIT OF DISTRIBUTORS

PARTNERS EXPECTING POSITIVE GROWTH PARTNERS THAT SEE SECURITY AS A GROWTH OPPORTUNITY

6% 母

PARTNERS THAT SEE **BLOCKCHAIN TECHNOLOGIES** as a growth opportunity



11% - 15% MEDIAN RATE OF PARTNER GROWTH

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

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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.

30% anticipate INDIRECT SALES INCREASES of 26% or more



40% are CHALLENGED in getting partners to ADOPT NEW TECHNOLOGIES

PLAN TO INTRODUCE CURATED, LIMITED-

DISTRIBUTION PRODUCTS

39%

THINK MANAGED SERVICE PROVIDERS will DOMINATE INDIRECT SALES in 2023







3% BELIEVE CERTIFICATIONS INFLUENCE PARTNER BEHAVIOR



SAYTECHNICAL 4/5
CERTIFICATIONS & VERTICAL SPECIALIZATIONS

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