Infrastructure Channels and Ecosystems

IDC's *Infrastructure Channels and Ecosystems* service offers market intelligence and expertise to help vendors and distributors design and implement effective channel strategies to drive successful relationships within the spectrum of build, sell, and service partners that form their distribution channels. The SIS covers partners' activities, including technology consulting, ongoing managed and hosting services, product and services development, and integration of products and services into customer bespoke solutions. This service identifies and analyzes key industry trends such as public/hybrid cloud/multicloud generative AI and the impact of these trends on vendors and their channel partners' business models. Vendors that offer IaaS, PaaS, infrastructure software, infrastructure hardware, telecommunications, hosting, colocation, and other forms of infrastructure sold through indirect channels are covered. This service advises channel executives in developing and fine-tuning partner programs and strategies, and it enables those tasked with growing their channel or a customer segment to make more informed decisions. Subscribers are invited to IDC's semiannual Infrastructure Channel Leadership Council, where IDC and channel executives present and discuss key industry issues, providing a unique opportunity for clients to interact with analysts and peers.

MARKETS AND SUBJECTS ANALYZED

- Channel partner business model transformation necessary to deliver digital transformation
- Channel partner needs and requirements to succeed in a cloud/hybrid cloud, generative AI world (e.g., cloud and generative AI maturity trends)
- Channel program design, implementation, and management best practices
- The channel impact of emerging technologies like generative AI
- The changing role of distribution and hyperscalers
- The impact of market and technology trends on the infrastructure channel
- Channel partner value evolution and emerging channels
- The new multi-industry channel: IT, telecommunications, and OT
- Channel partner profile and vendor target market requirements
- The growing opportunity for partners at the edge

CORE RESEARCH

- Direct Versus Indirect Infrastructure Hardware and IaaS IT Spending Forecast
- Emerging Channels and Trends in the Infrastructure Ecosystem
- Distributor and Hyperscaler Marketplace Trends
- Services Value in the Channel
- Infrastructure Vendor Channel Strategies
- The Impact of Consumption and as-a-Service Models on the Infrastructure Channel
- The Impact of Generative AI, Cloud and Hybrid/Multicloud, and Digital Transformation on the Infrastructure Channel

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: Infrastructure Channels and Ecosystems.

KEY QUESTIONS ANSWERED

1. What is the primary goal of channel programs, including target partner profiles, business objectives, and best practices?
2. How should infrastructure vendors and distributors enable partners to deliver customer-tailored solutions quickly while meeting customers' demands for outcomes, price, and reliability?
3. What type of training and certification programs do I need to enable the channel ecosystem?
4. How will infrastructure vendors optimize channel relationships during periods of market disruption?
5. What are the emerging channels and routes to market, and what changes will infrastructure vendors need to make to how they do business to be successful?
6. How will infrastructure vendors/distributors elevate the channel from business operations to a strategic asset?
7. How can the channel create and capture new business with higher-value services?
8. How can vendors, distributors, and hyperscalers assist their partners to better leverage the opportunities of digital transformation, including cloud/hybrid cloud/multicloud, generative AI, and emerging technologies?
9. What is the role of the hyperscaler in the infrastructure channel?

COMPANIES ANALYZED

IDC's *Infrastructure Channels and Ecosystems* service examines how vendor executives leverage their indirect channels to compete in the infrastructure market. Companies analyzed include, but are not limited to:

Acer, AMD, Apple, Arista Networks, ARM, Arrow, Arrow Electronics, AT&T, Avaya, AWS, Broadcom, Brocade, Cisco, Citrix, D&H Distribution, Dell, DigitalOcean, Digital Realty, Emerson, Equinix, Ericsson, Extreme Networks, F5 Networks, Fortinet, Google, Hewlett Packard Enterprise, Hitachi Vantara, HP Inc., Huawei, IBM, Infor, Ingram Micro, Intel, Juniper, Lenovo, Lumen Technologies, Microsoft, NetApp, Nimble Storage, Nutanix, NVIDIA, Oracle, Palo Alto Networks, Pax8, Pure Storage, Rackspace, Riverbed, Salesforce, Schneider Electric, TD SYNNEX, Time Warner, Toshiba, Verizon, VMware by Broadcom.