

# Latin America Partnering Ecosystems

IDC's *Latin America Partnering Ecosystems* focuses on the partnering ecosystem and how it is being impacted by broader industry transformation. The service offers curated intelligence and analysis into the complex and diverse partner ecosystem across Latin America. It helps channel executives and program managers develop, implement, support, and manage effective channel strategies and programs to drive successful relationships with the spectrum of partner activities (e.g., resale, managed/cloud services, consulting professional services, and software development). In addition, it provides a comprehensive view of the change and value of the indirect infrastructure software and cloud services markets and its leading vendor proponents. This service 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 Annual Infrastructure and Cloud Channel Leadership Council where IDC and channel executives present and discuss key industry issues.

## MARKETS AND SUBJECTS ANALYZED

- Key trends in the partnering ecosystem with a focus on various business models
- Digital transformation in the partner ecosystem
- Partner-to-partner networking
- Cloud, channels, and new revenue streams and routes to market (e.g., marketplaces, as a service)
- Channel program design, implementation, and management best practices
- The new multi-industry channel: IT, telecommunications, and OT

## CORE RESEARCH

- The Evolving Partner Landscape in Latin America
- Digital Transformation in the Partner Ecosystem
- Cloud and Channels and New Routes to Market in Latin America
- Emerging Channels and Trends in the Infrastructure Ecosystem
- The Impact of AI/GenAI in the IT Ecosystem
- Channels and Alliances Predictions in Latin America, 2024
- Best Practices in Channels, Alliances, and Partners Programs

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: [Latin America Partnering Ecosystems](#).

## KEY QUESTIONS ANSWERED

1. What are the emerging channels and routes to market in Latin America, and what changes will vendors/distributors need to make to how they do business to be successful? How will infrastructure vendors optimize channel relationships during periods of market disruption in Latin America?
2. What is the impact of AI for partners?
3. How large is the indirect infrastructure and cloud channel across regions, and how does revenue flow through it in Latin America?
4. How are software vendors maximizing the influence and resale capabilities of their channel in Latin America?
5. What does the current partnering landscape look like in Latin America? How are different routes to market evolving and developing?

## COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the market, including: AWS, Cisco, Dell Tech, GCP, HP, IBM, Ingram Micro, Lenovo, Microsoft, NetApp, Oracle, Red Hat, Salesforce, SAP, SAS, and TD SYNnex.