

the
MARGIN

Channel Survey 2018

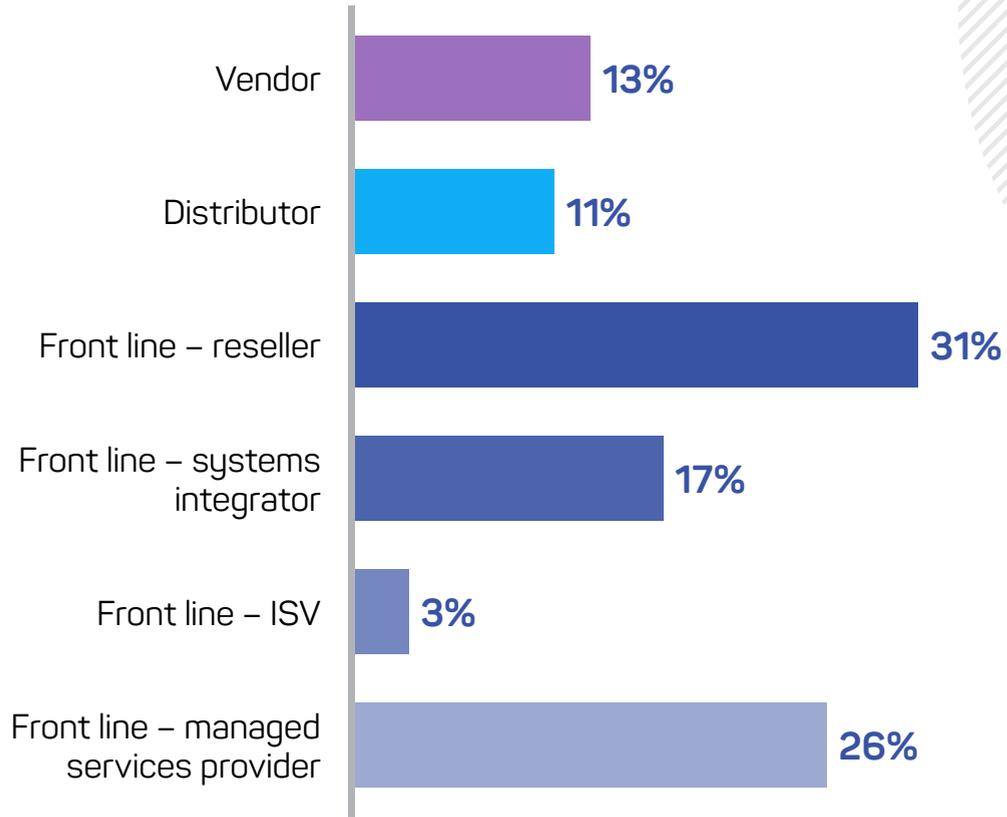


Survey highlights

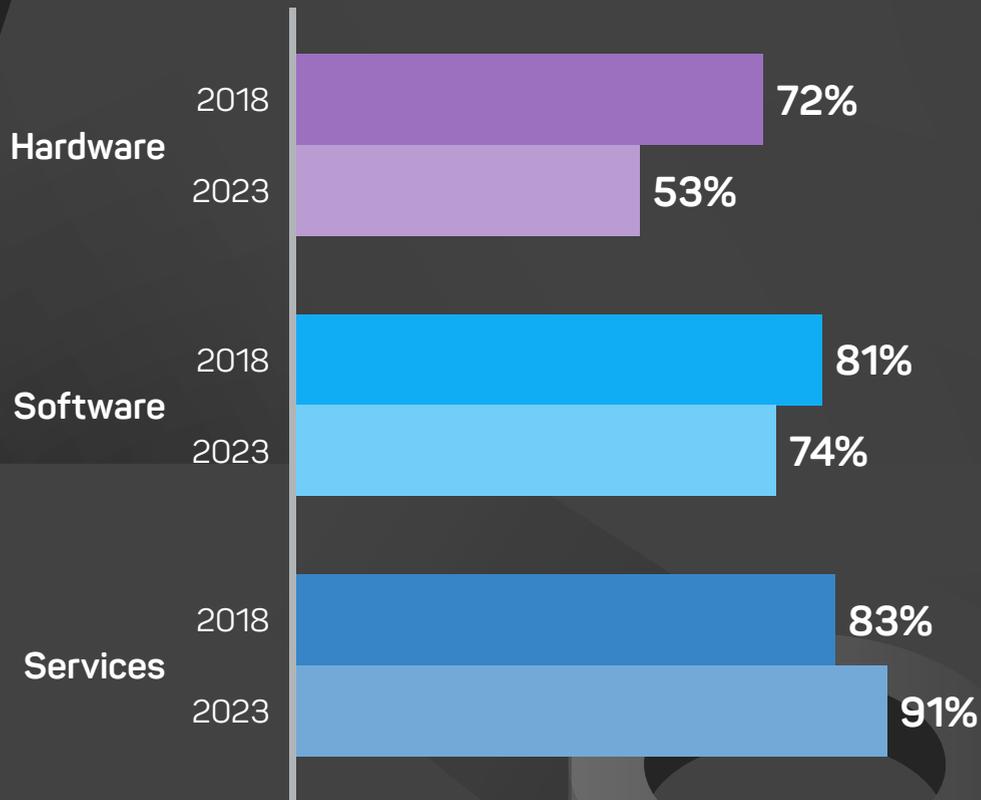
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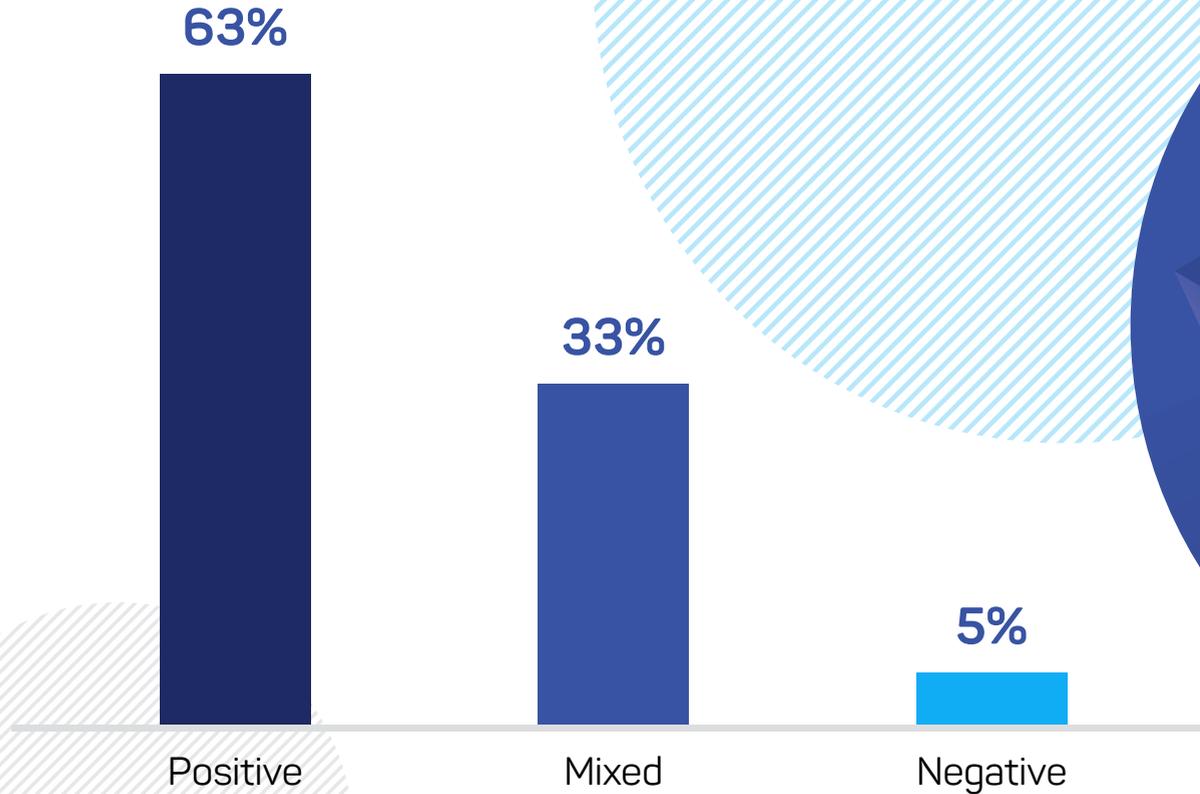
Respondents



Focus today vs expected focus in five years

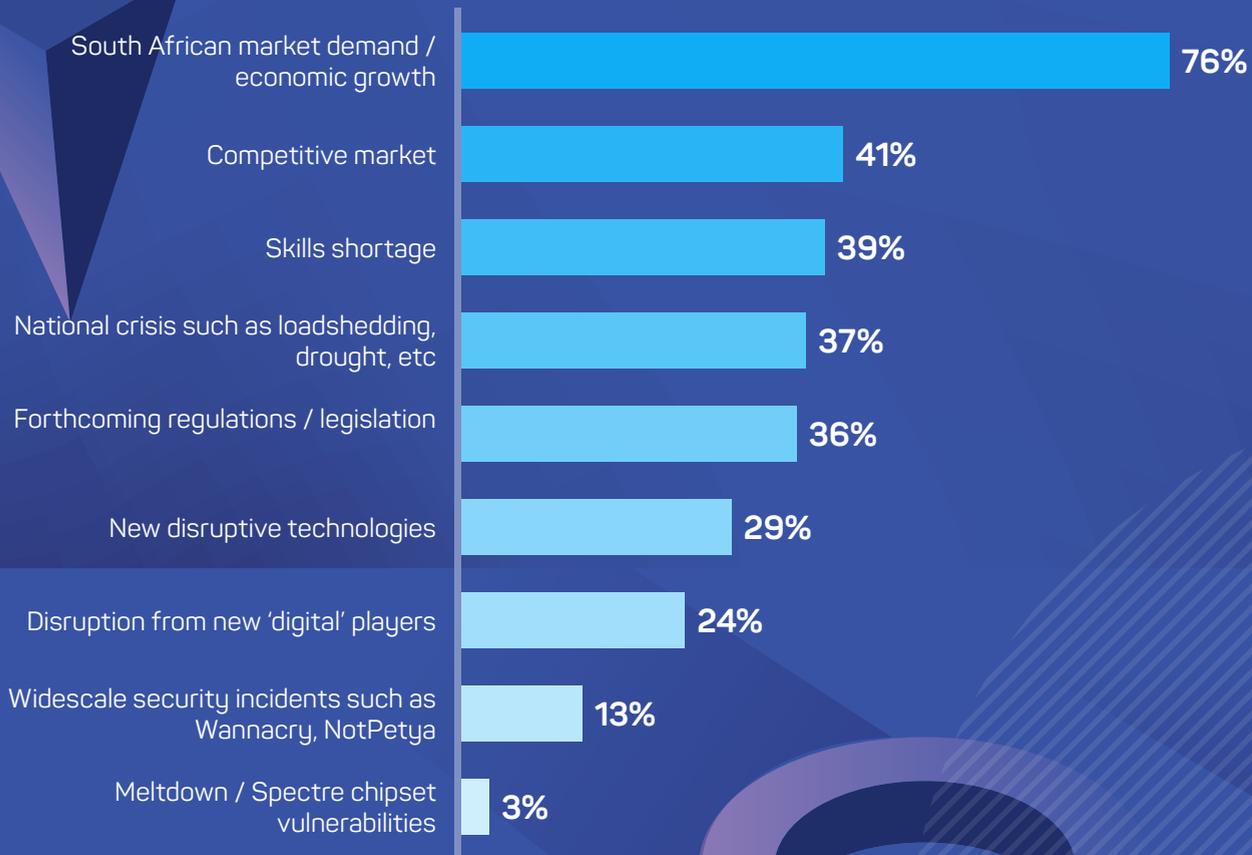


What's your outlook for 2018/19?

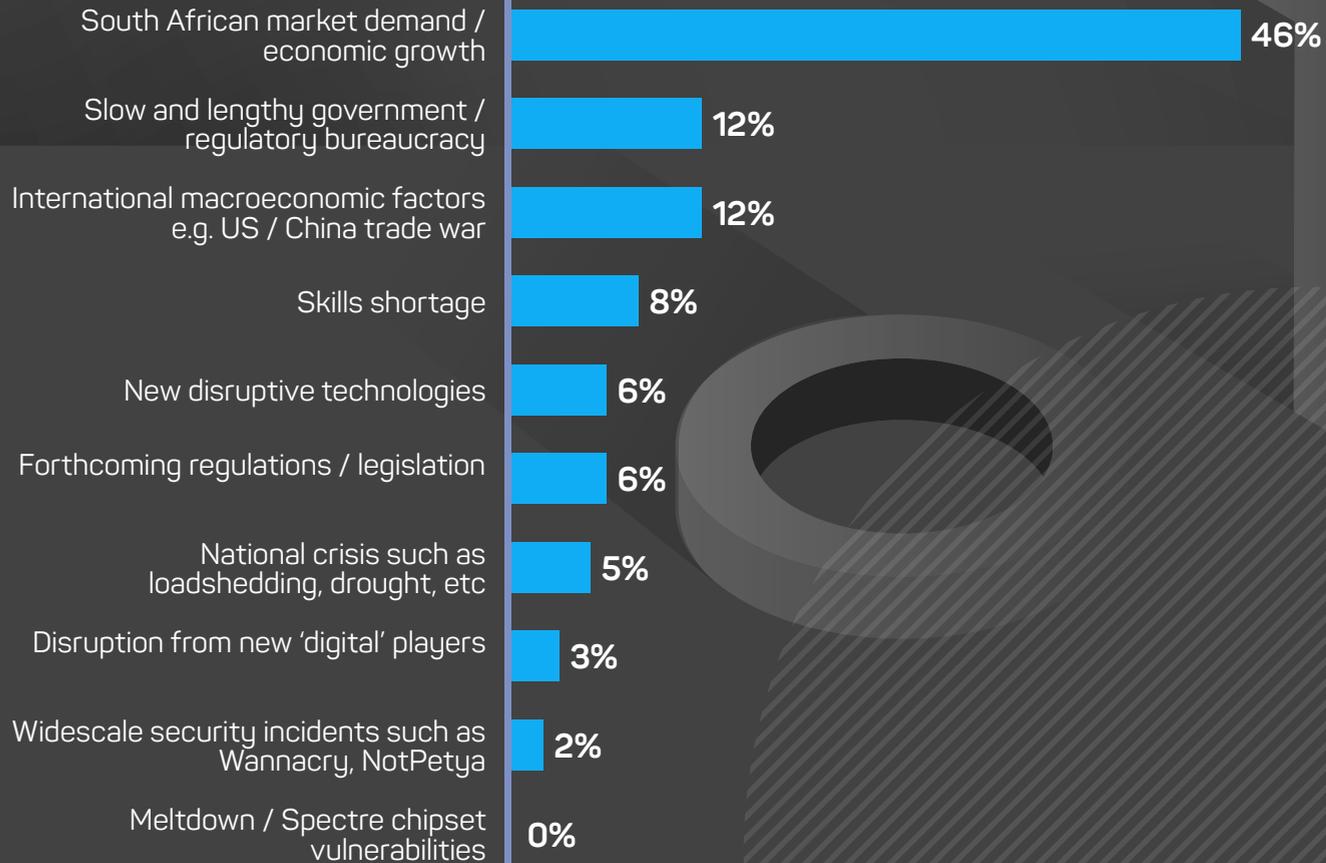


Biggest threat to me

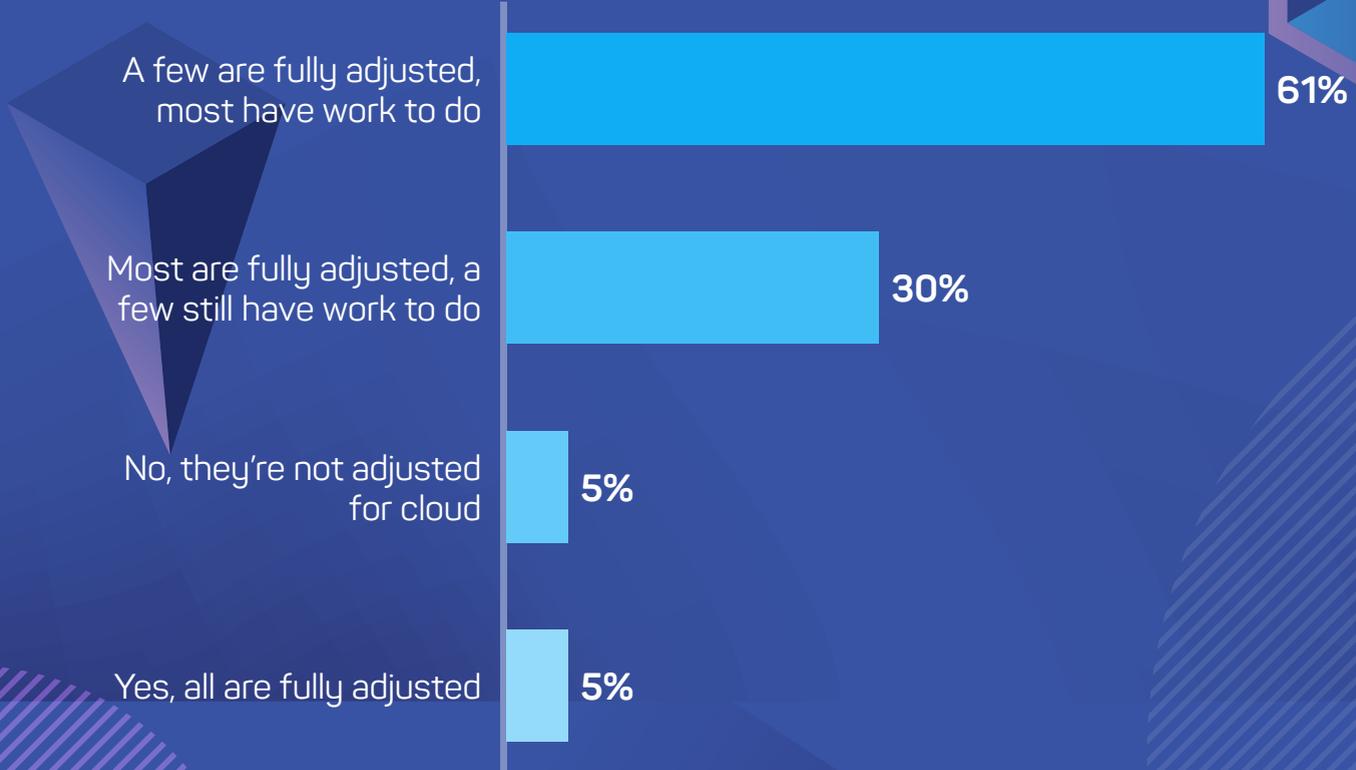
*One answer only



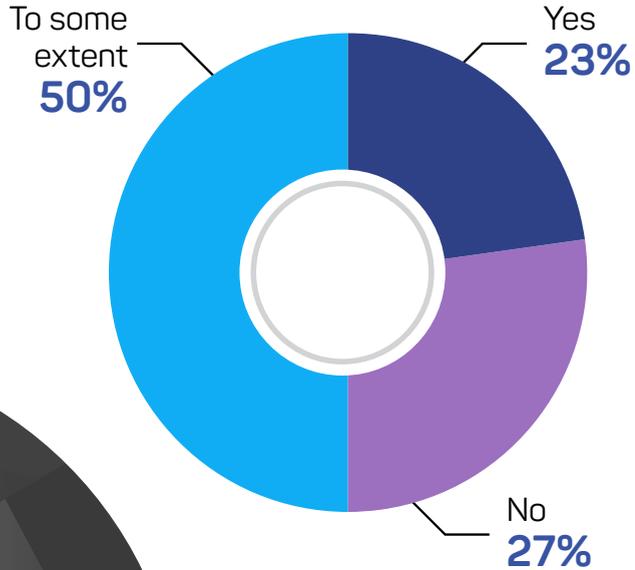
Biggest threat to us all



Are vendors' programmes fully adjusted to the dynamics of incentivising partners to sell cloud?

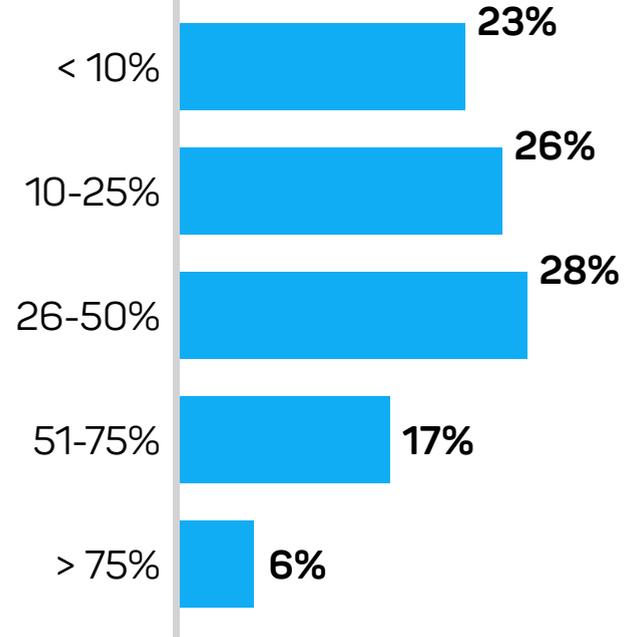


Have you moved to annuity income?

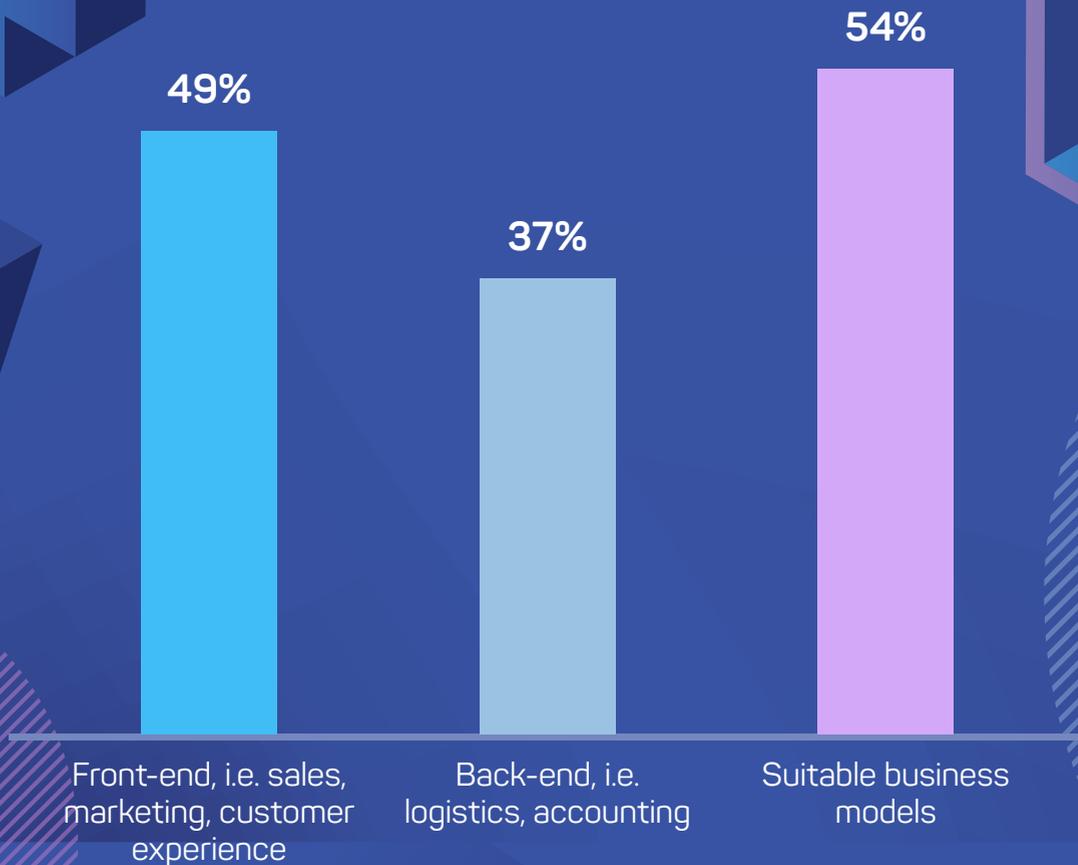


Of those that have made the shift, what percentage of income is annuity?

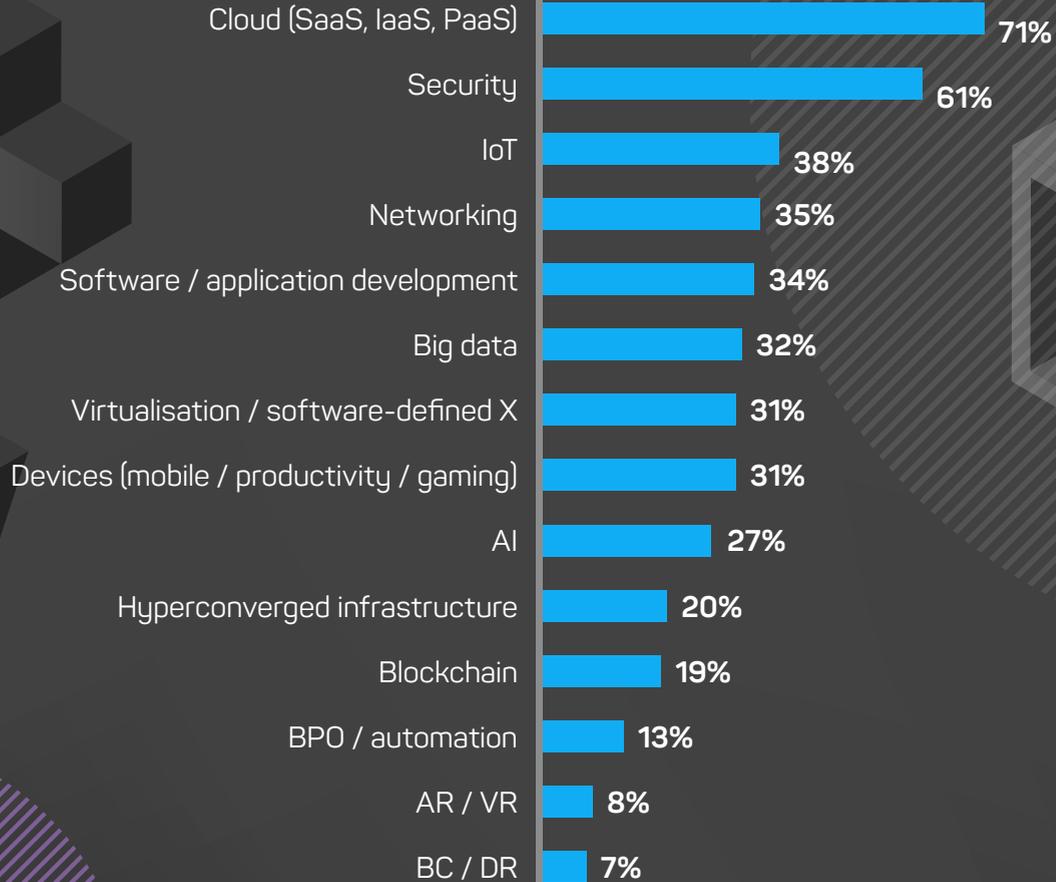
% ANNUITY OF ALL REVENUE



Digital transformation: where's the channel lagging?

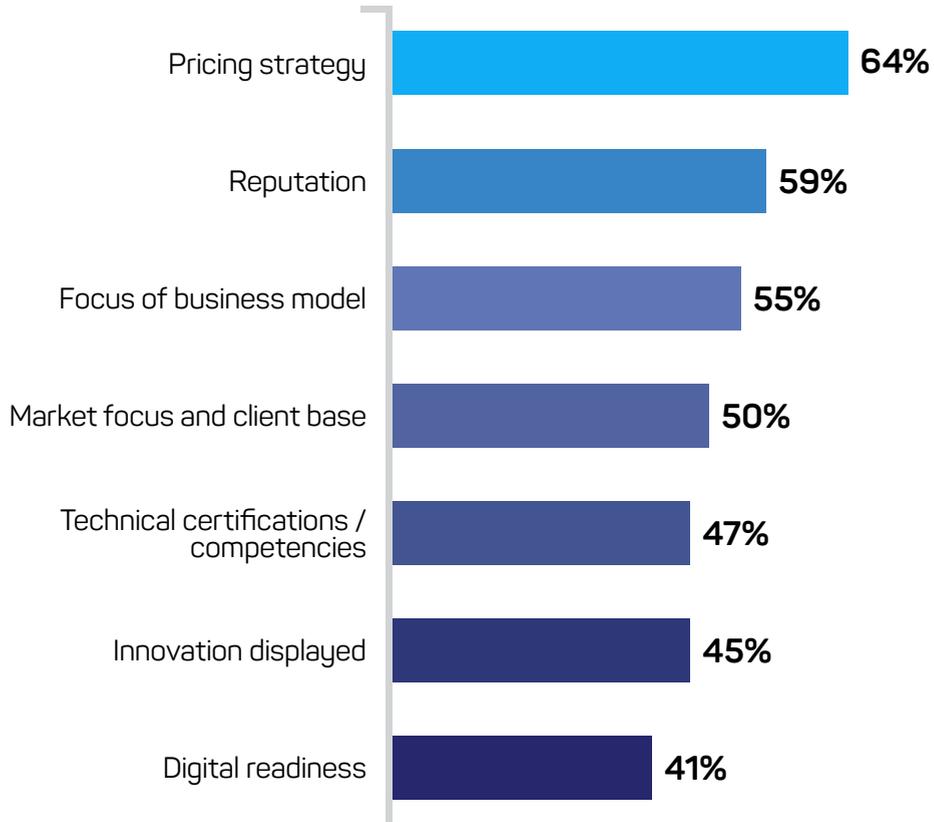


Tech focus



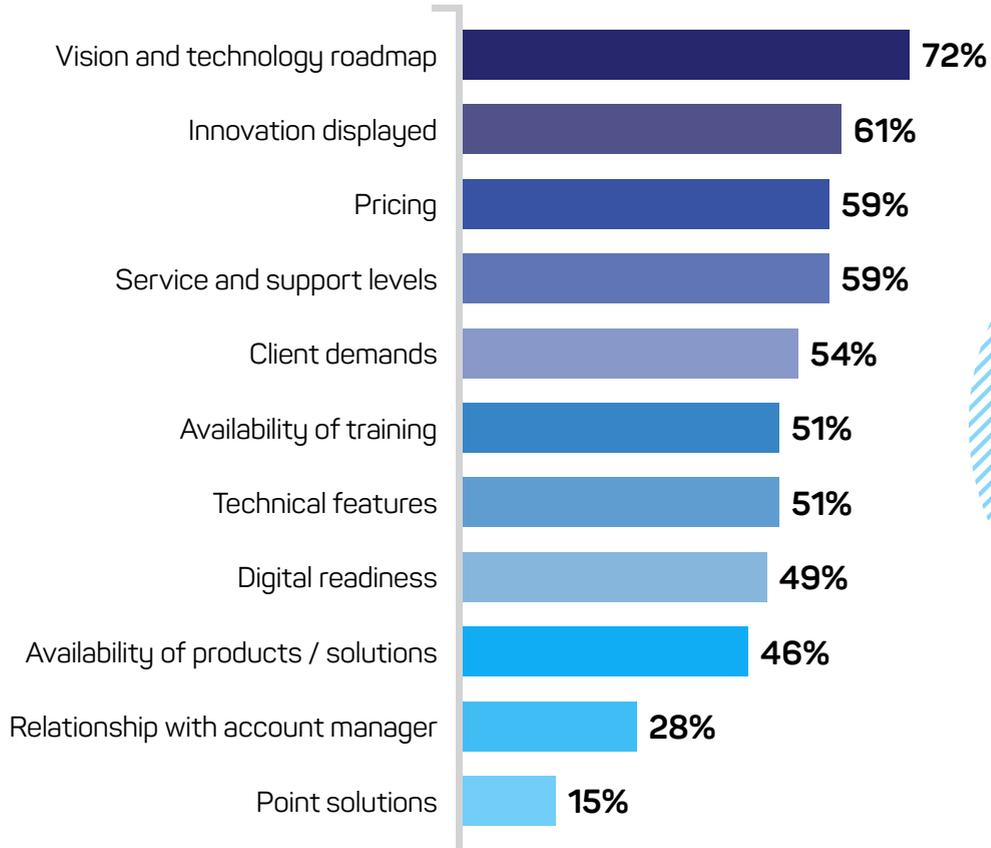
What do you find attractive?

The traits **vendors** find most attractive when looking at a **new partner** are:



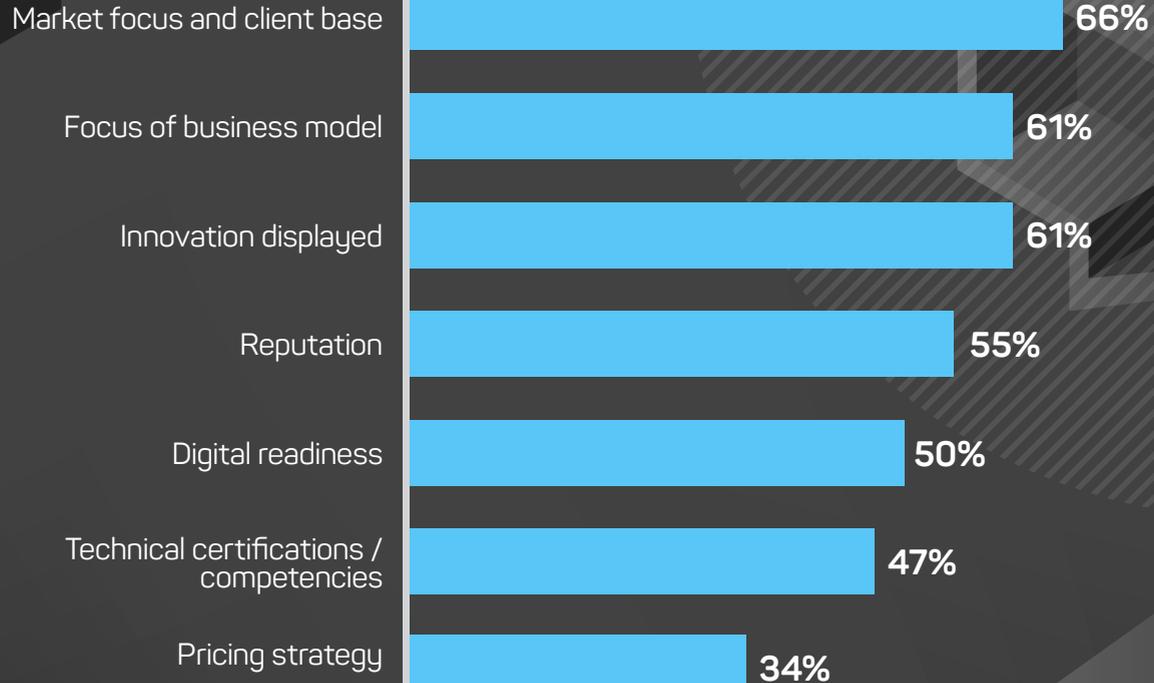
What do you find attractive?

The traits **distributors** find most attractive when looking at a **new vendor** are:



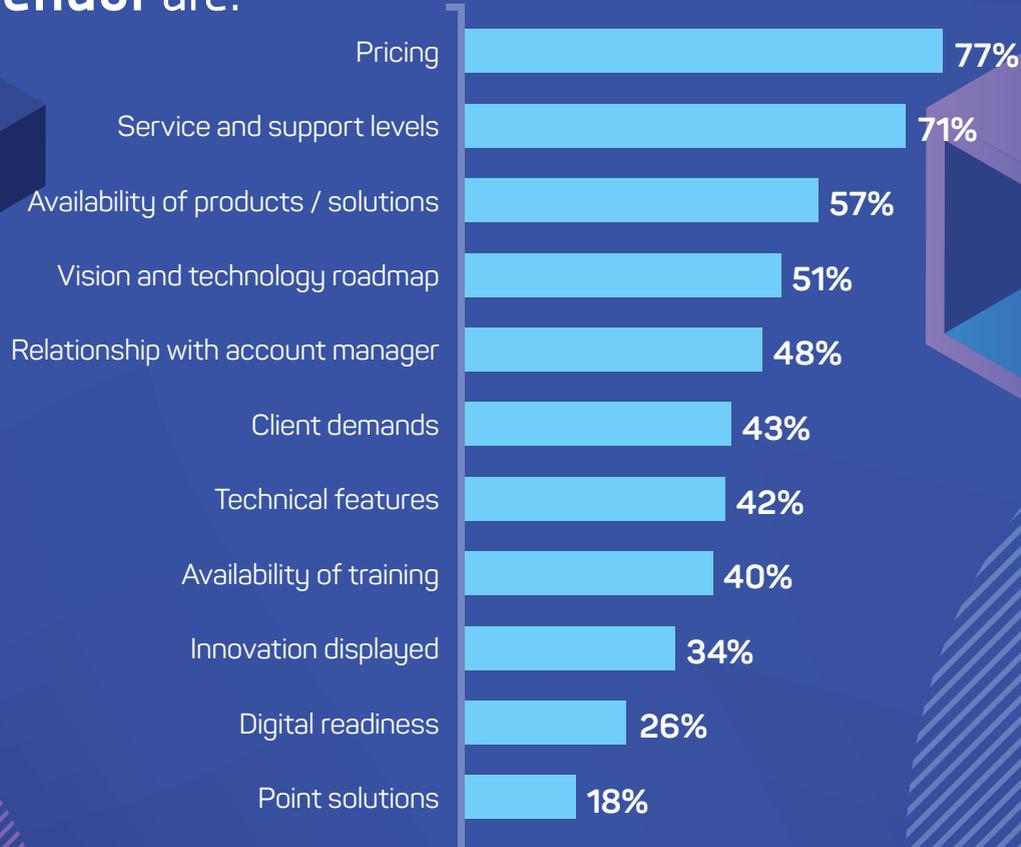
What do you find attractive?

The traits **distributors** find most attractive when looking at a **new partner** are:



What do you find attractive?

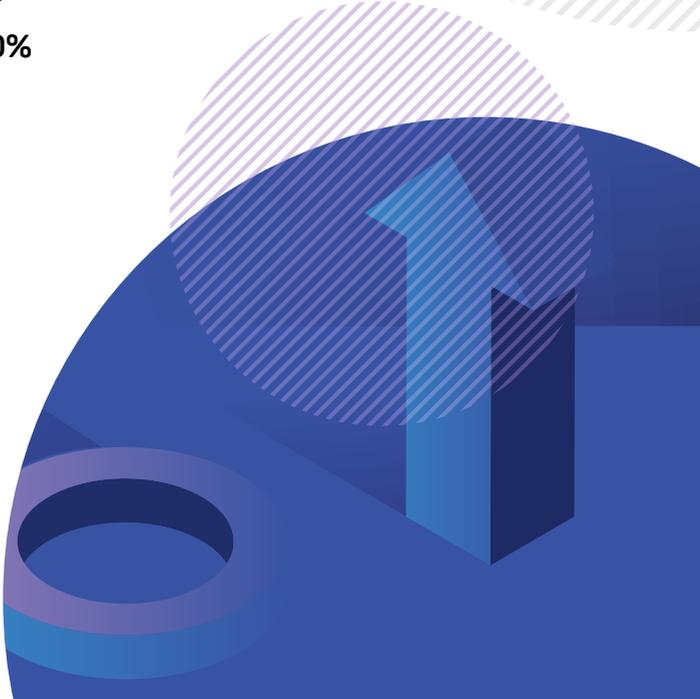
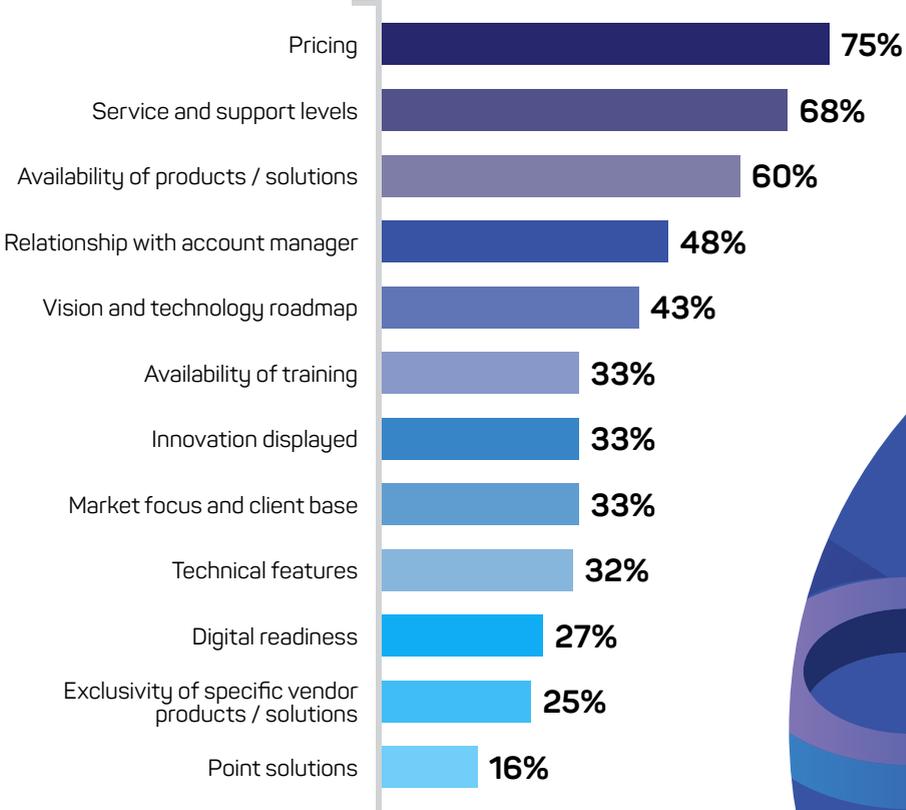
The traits **front line partners** find most attractive when looking at a **new vendor** are:



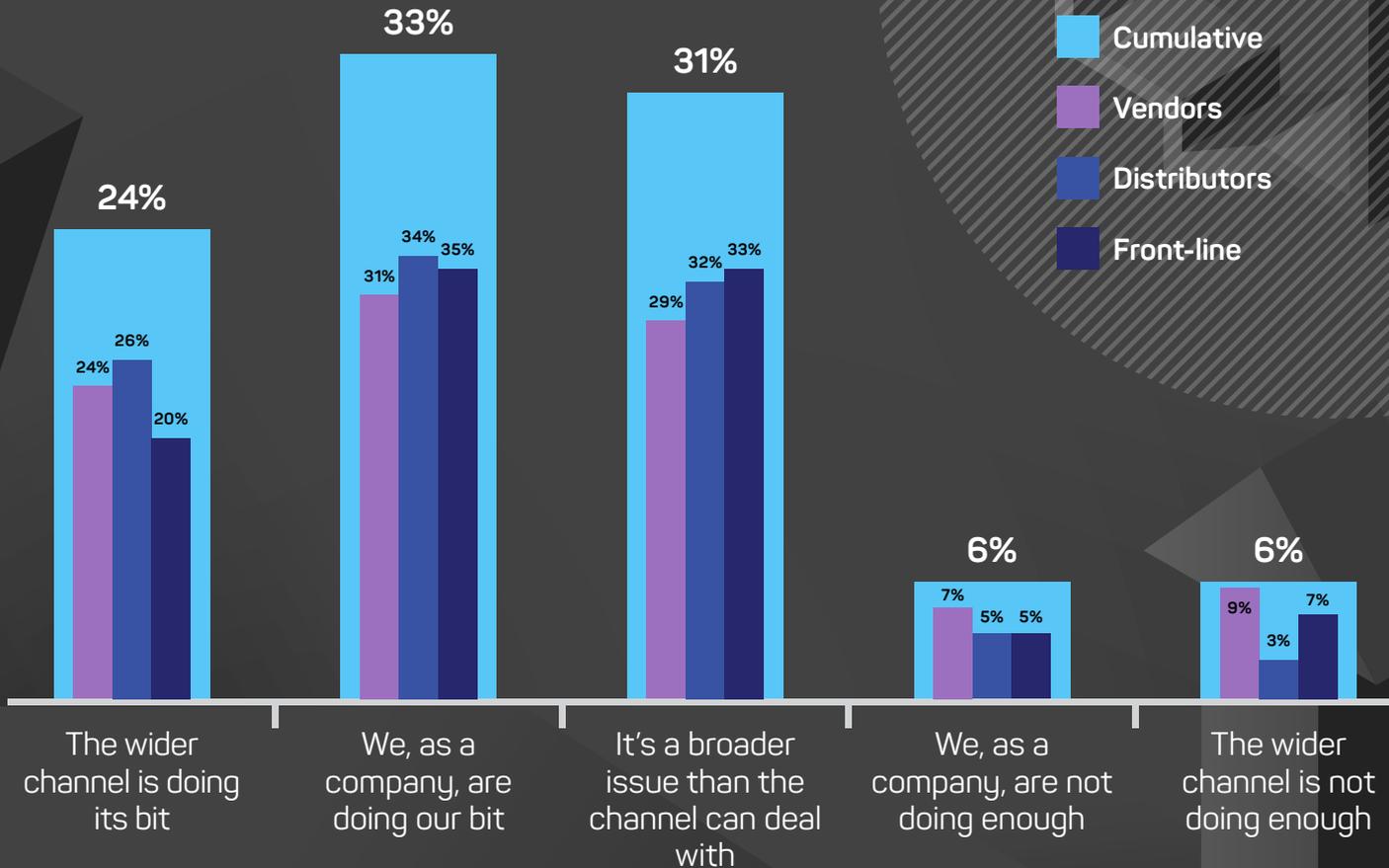
What do you find attractive?

The traits **front line partners** find most attractive when looking at a **new distributor** are:

FRONT LINE IN DISTRIBUTORS



Diversity and transformation in the channel



About **The Margin**

The Margin's channel survey was produced to provide insight into the trends and issues affecting the South African channel, as well as identifying the players that are excelling. This analytical research, based on surveying leading channel players, provides a unique perspective on how the local channel is dealing with the major global technology trends, and how the successful companies are positioning themselves for future success.

The survey was produced by the team behind *The Margin* magazine. Aimed specifically at the IT reseller channel in South Africa and across the continent, *The Margin* magazine offers something different to the market. It focuses on the issues and trends that really affect the companies in the business of selling technology.

With a broad variety of relevant topics and editorial coverage, *The Margin* offers something of interest to senior-level, decision-making executives right the way through the value chain, from vendors to distributors, ICT service providers to systems integrators and VARs, and dealers to electronics retailers.

ABC-certified, *The Margin* reaches over 4 000 targeted readers in print, online and digital formats.



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