Sparking Channel Growth

IDC EMEA Partnering Ecosystems

Stuart Wilson
Senior Research Director
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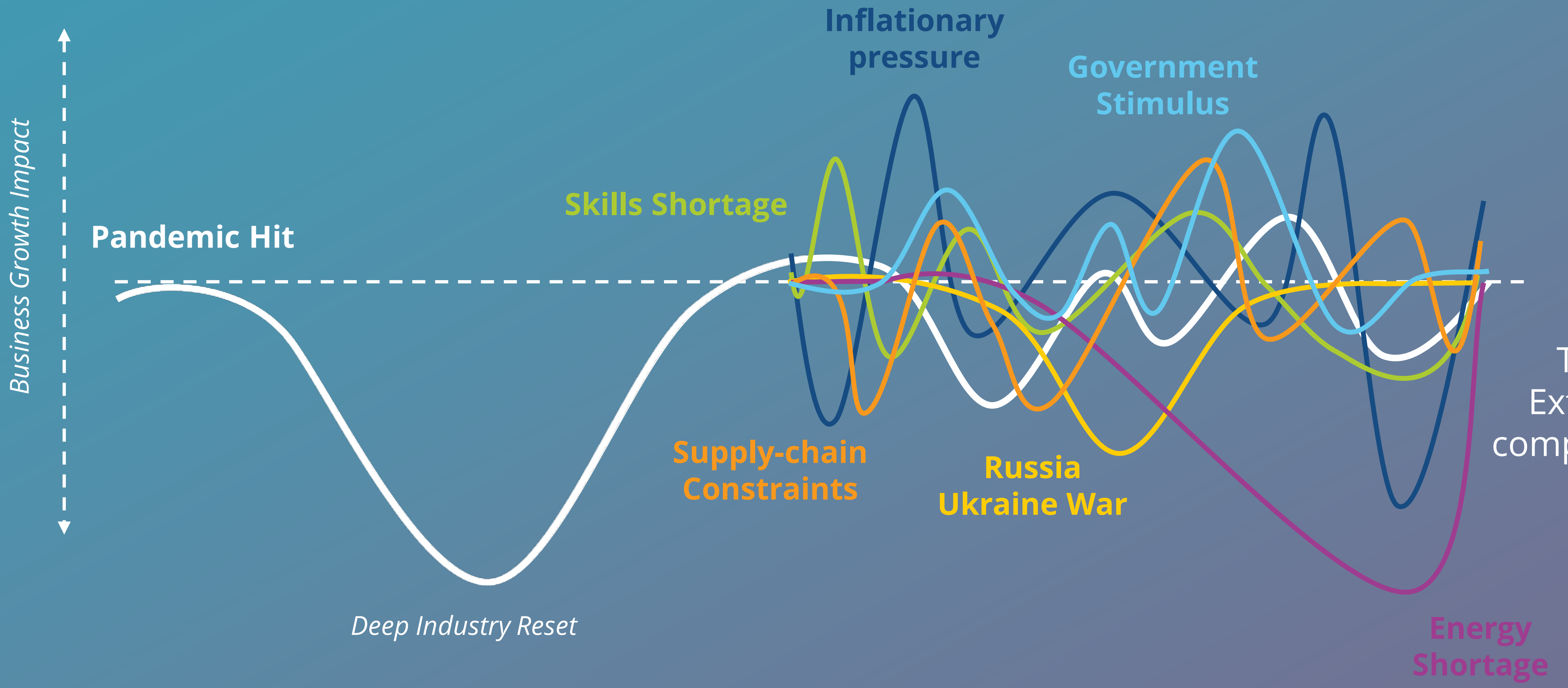
Customer Insights

The Litany of Winds of Change Keeps Growing…



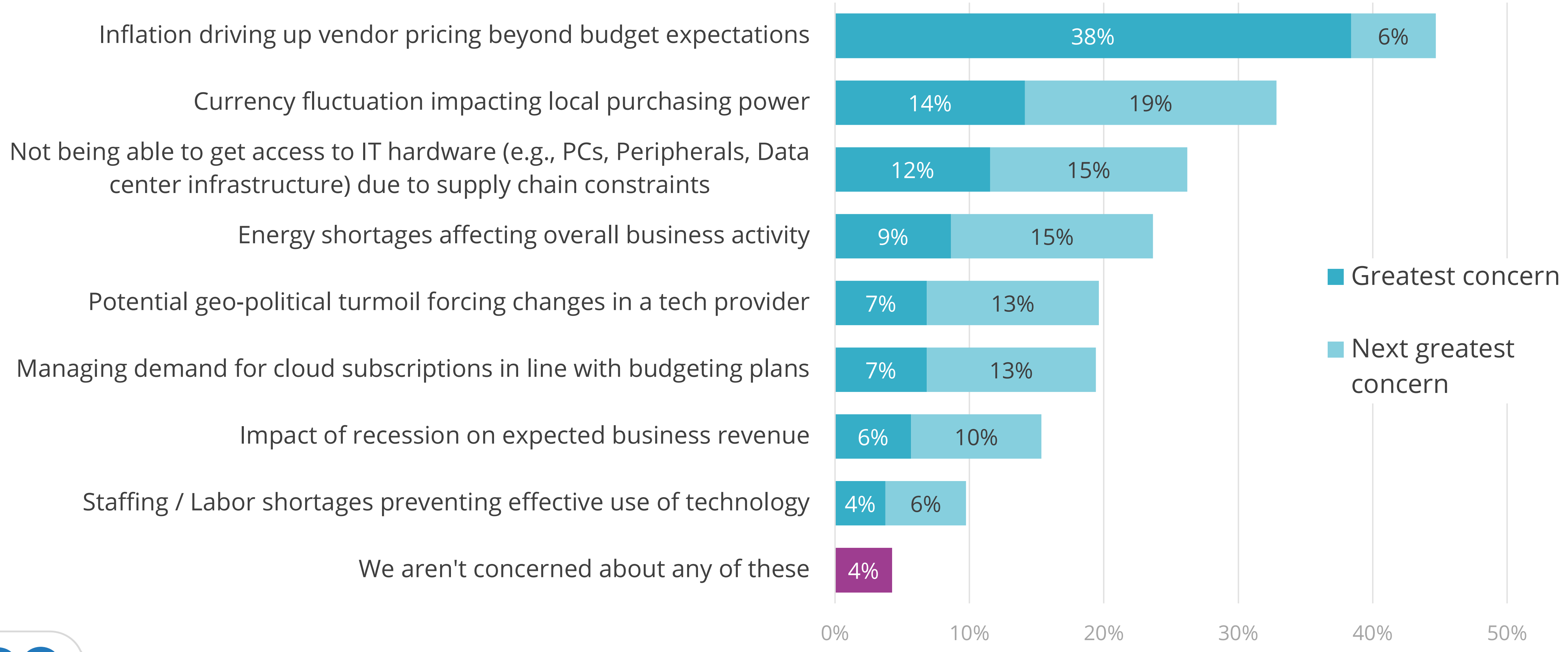
- ✓ Company-Specific
- ✓ Not temporary
- ✓ Fracturing effect
- ✓ All interconnected

The **Interference** of all of External forces is what steers company–specific impact creating **Storms of Disruptions**

Source: IDC European MacroEconomics Center of Excellence, 2022

Inflation, currency volatility, supply chain constraints & energy are top risk factors

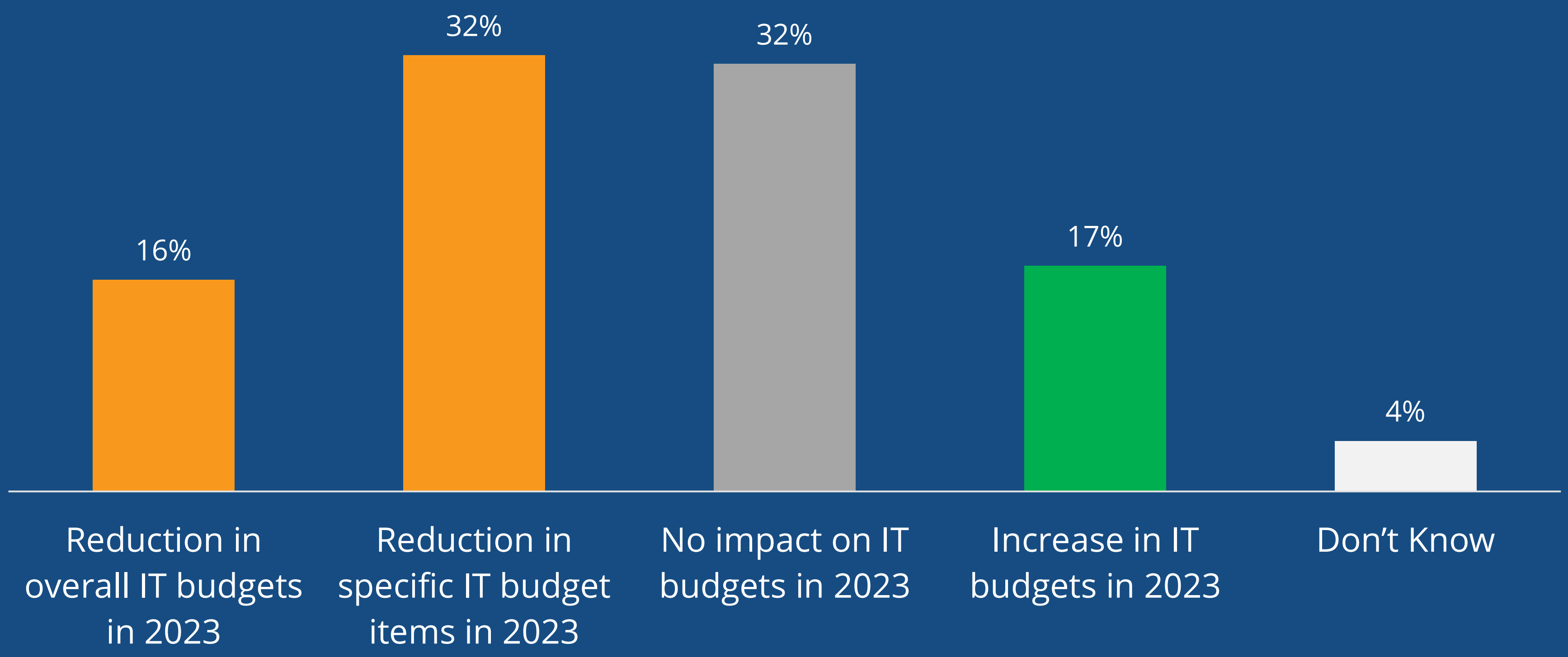
Which of the following risk factors related to your organization's technology strategies and budgets for 2023 concerns you the most?



Source: Future Enterprise Resiliency & Spending Survey - Wave 1, IDC, March 2023 n=225 Data weighted by IT Spending (500+ emp size)

About half expect recession-based reduction in IT budgets for 2023

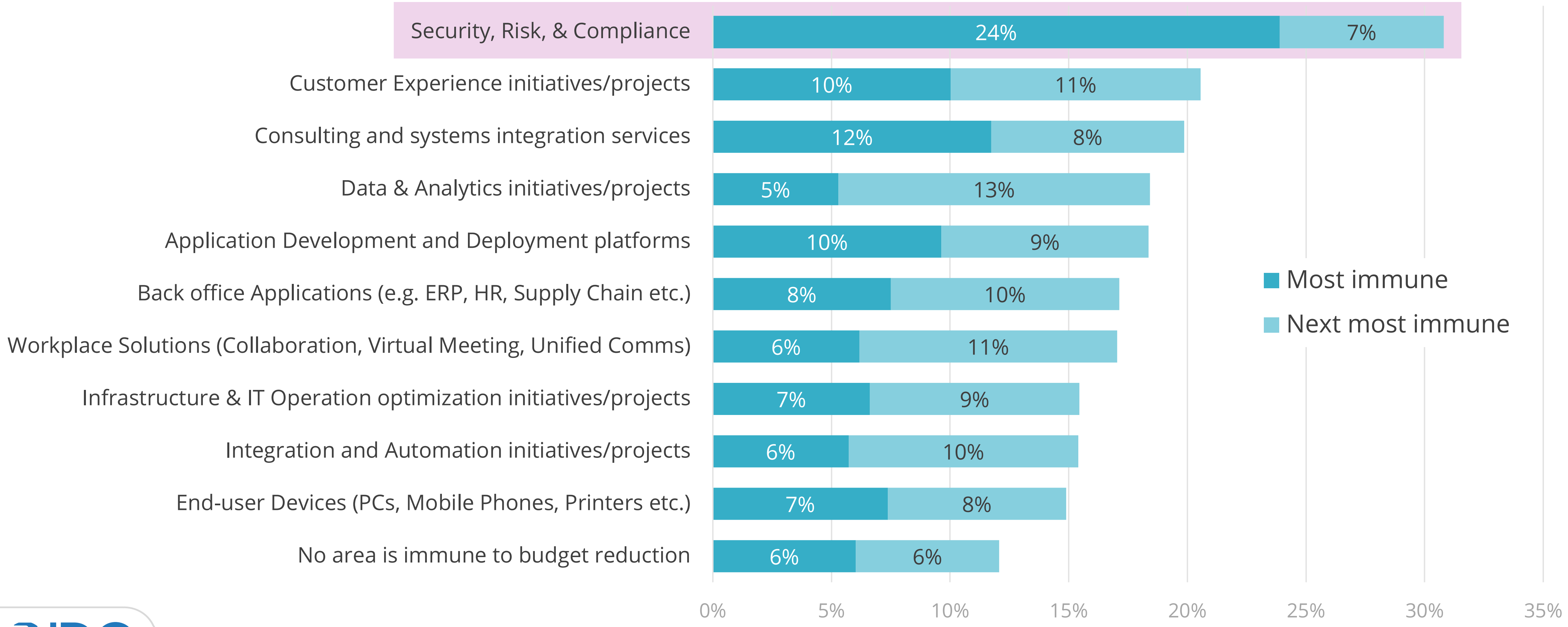
How do you think a **recession** in 2023 would impact your organization's IT budgets?



Source: Future Enterprise Resiliency & Spending Survey - Wave 1, IDC, March 2023 n=225 Data weighted by IT Spending (500+ emp size)

Security is most immune to budget cuts – all other technology areas vie for investment and indispensability

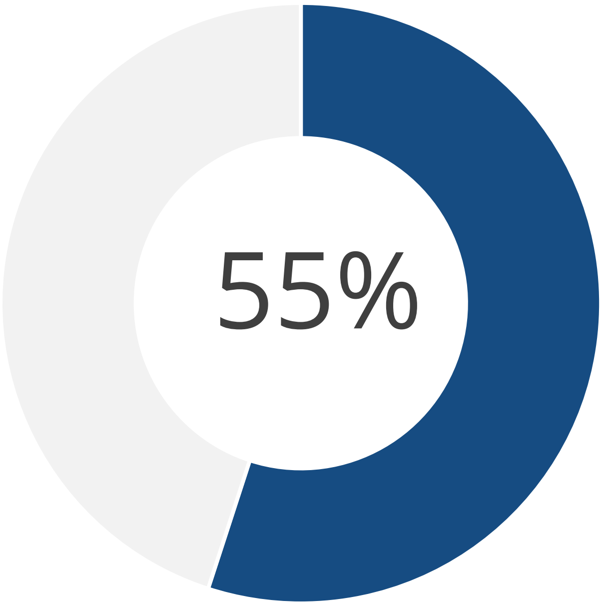
Which of the following areas are most immune to budget reduction regardless of the economic environment? Continued investment is a must in 2023 for...... [Top 2 answers]



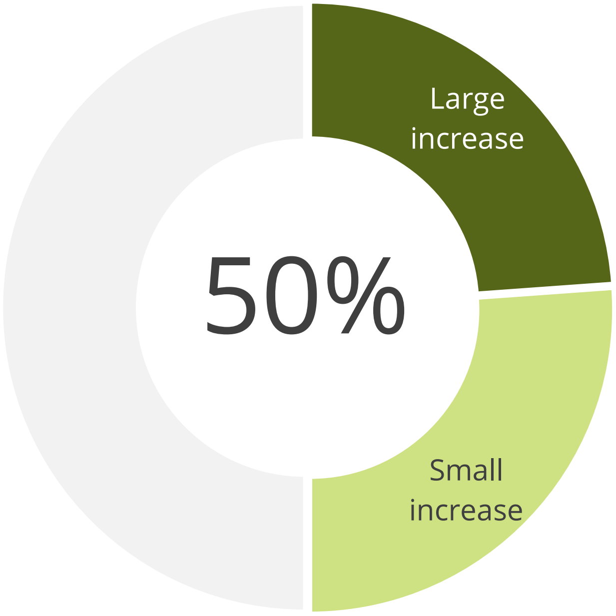
Source: Future Enterprise Resiliency & Spending Survey - Wave 1, IDC, March 2023 n=225 Data weighted by IT Spending (500+ emp size)

Increase in cyberattacks raises strategic importance of “Cyber-Resiliency” and drives spending in IT Security Operations

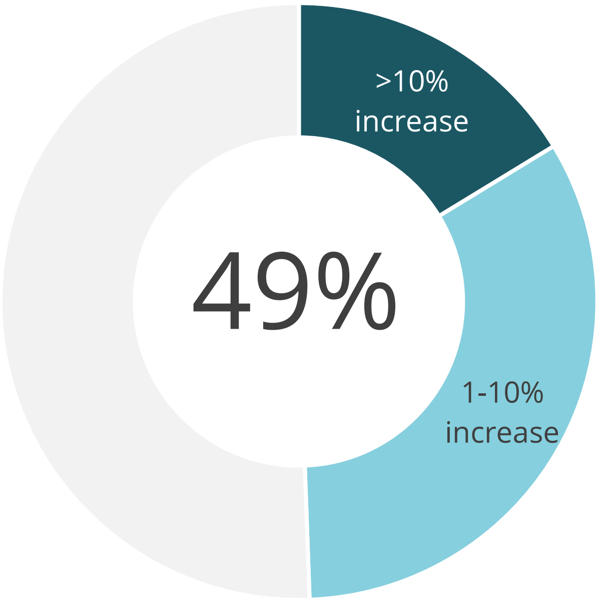
“Cyber-resiliency is a **top priority** for us”



“We experienced an **increase in the volume of cyberattacks** in the past 12 months”

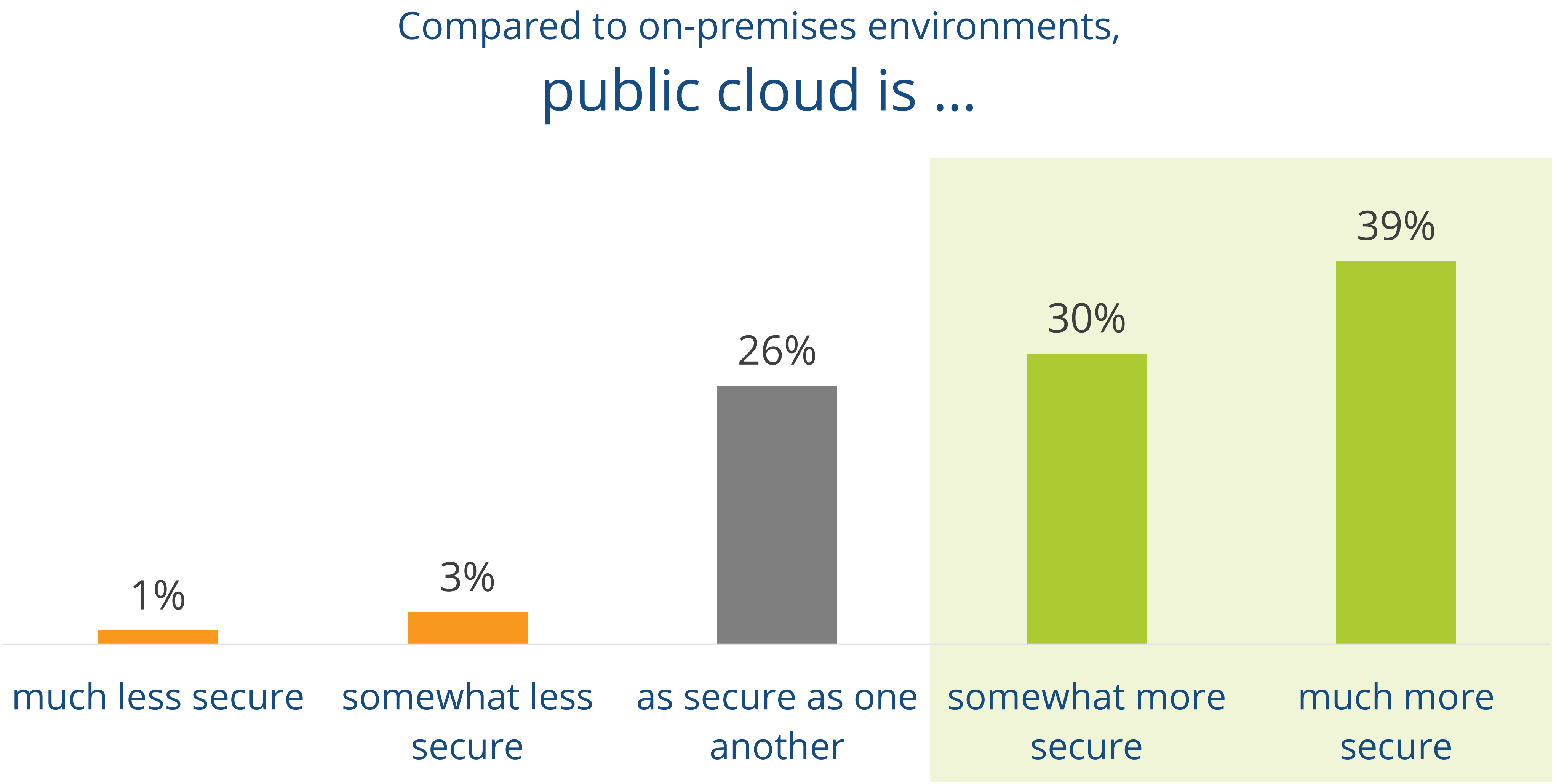


“We are increasing our **IT security operations** budget”



Source: IDC European IT Security Survey, May 2022, N=700

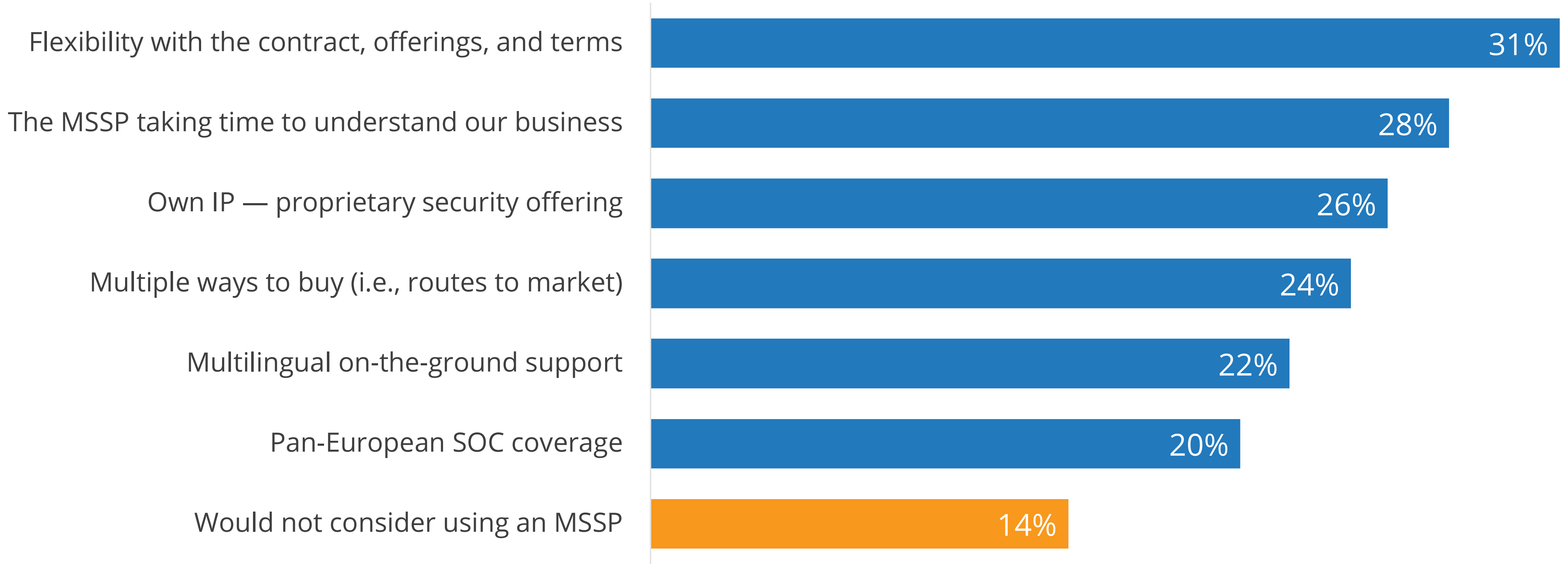
Public cloud has finally gained trust from organizations across Europe. Almost 70% of respondents regard public cloud as more secure than on-premises environments.



Source: IDC European IT Security Survey, May 2022, N=700

European customers value MSSPs that offer flexibility (both in terms of SLAs and payment methods), understand the client's business, and lead with their own security IP.

What are the most important attributes that you seek in an MSSP?
[Choose up to 3]



Source: IDC European IT Security Survey, May 2022, N=700

Partner Transformation

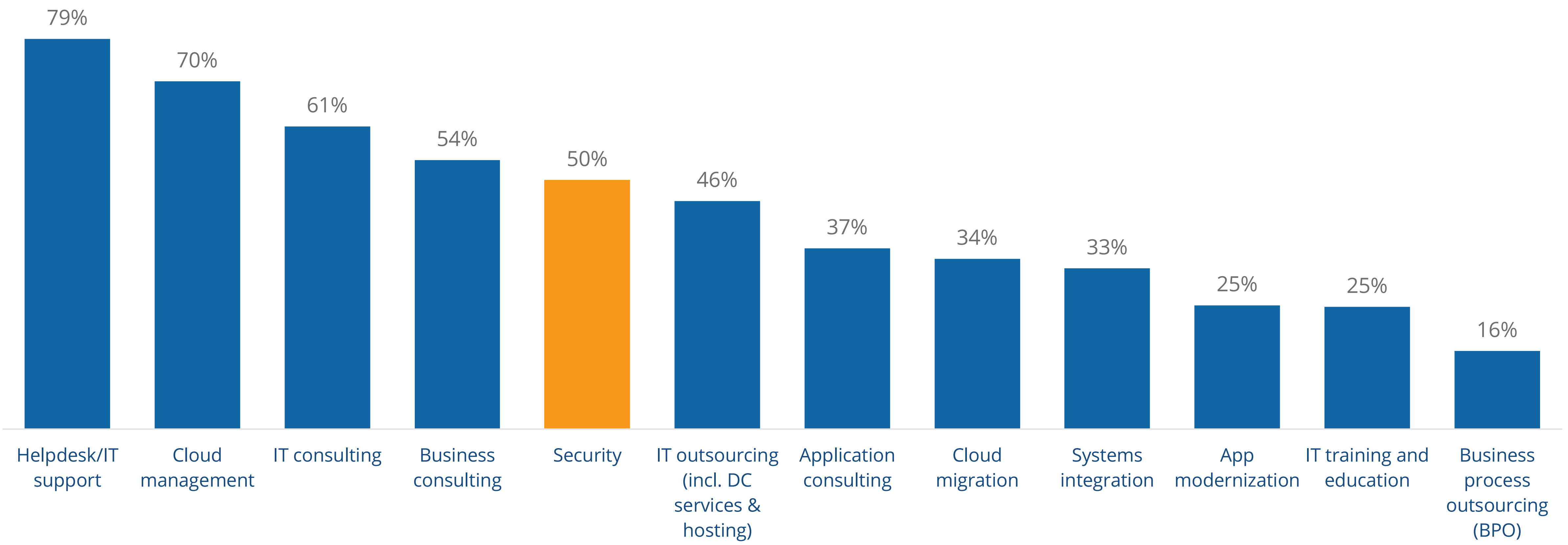
Key trends reshaping the role of partners

Navigating a period of accelerated transformation.

Digital Transformation	Customer Demand	Partner Business Models
• Cloud & next-gen technologies, new vendors, increasing complexity • As-a-service (aaS) / subscription models • Rise of digital economy & digital-first world • Digital value chains	• Shift toward business value, complete solutions, tangible ROI • Flexibility, simplicity, agility • Future enterprise, digital resiliency • Digital technology sourcing and consumption	• Differentiation, new value-added activities and profit centers • Recurring revenue, services-led, managed services • Drive digital business innovation, use cases • New routes to market, digital marketing, CX

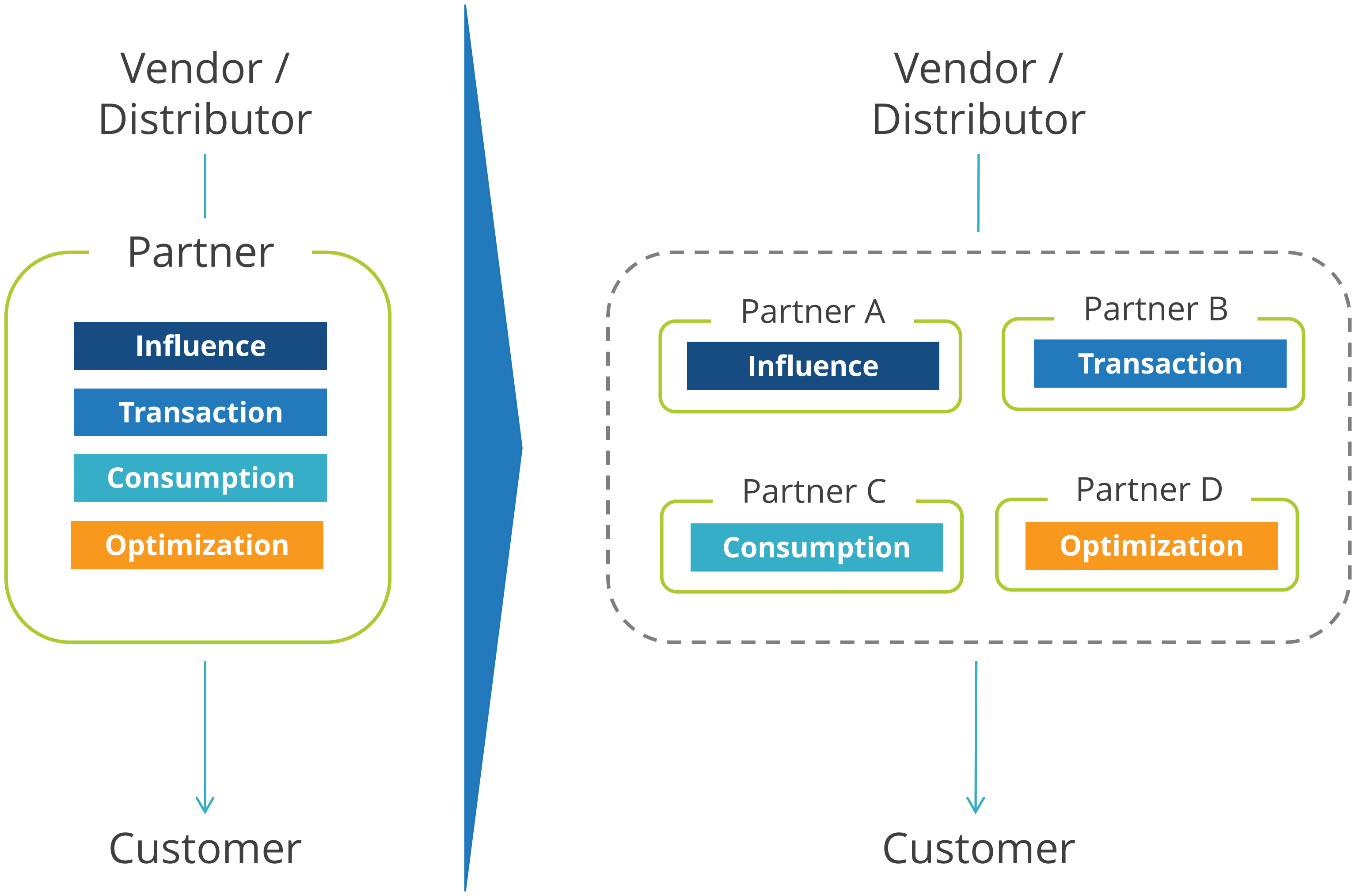
50% of EMEA partners that provide their own services have a security-specific services offering

Which of the following **service types** does your company offer? This refers to your company's own services only.



Source: IDC's EMEA Partner Survey, September 2022 (n = 806)

Changing partner roles in dynamic ecosystems

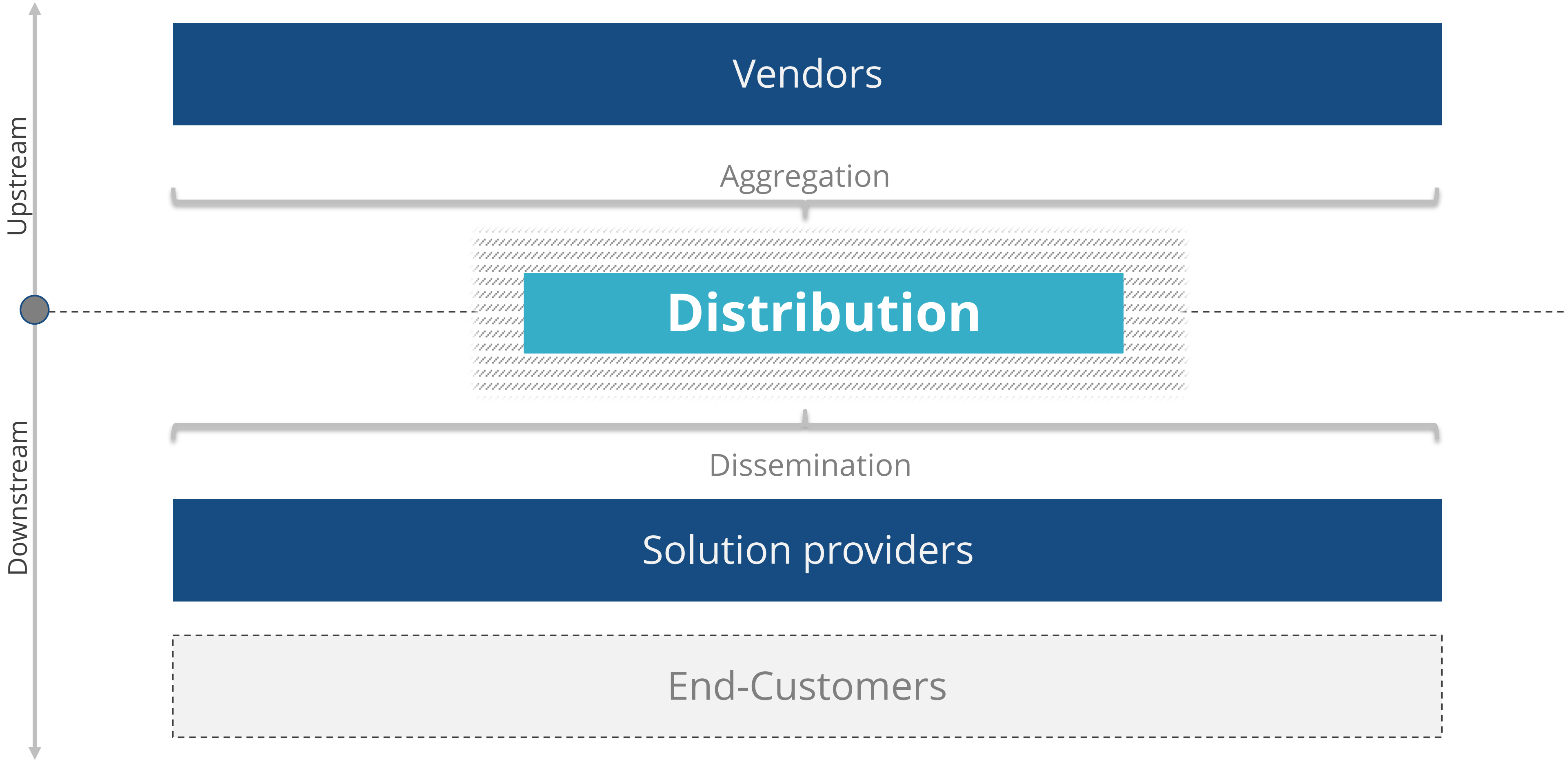


> We **influence** millions of dollars of licenses every year but we're not actually selling those licenses because most enterprises already have those relationships. We sell our own services.
>
> **IDC Partner Advisory Board, 2022**

> We're a small company that is very flexible, but we drive extremely high **consumption** and I think that makes us an interesting partner for vendors.
>
> **Austrian cloud + AI partner, 2022**

The Evolution of Distribution

Distribution Continues as the Glue that Enables the Tech Industry



Evolving Vendor and Partner Needs from Distribution

Expanding requirements represent opportunities for differentiating, value-added distributor services

- ✓ Modular portfolio of next-generation tech
- ✓ Multi-cloud services
- ✓ Partner transformation support
- ✓ Digital go-to-market services
- ✓ Customer Success through partners
- ✓ P2P (partner collaboration) support & ecosystem orchestration
- ✓ Managed services support
- ✓ Developing and selling Partner IP
- ✓ Mitigating the skills shortage
- ✓ Next-generation partner recruitment

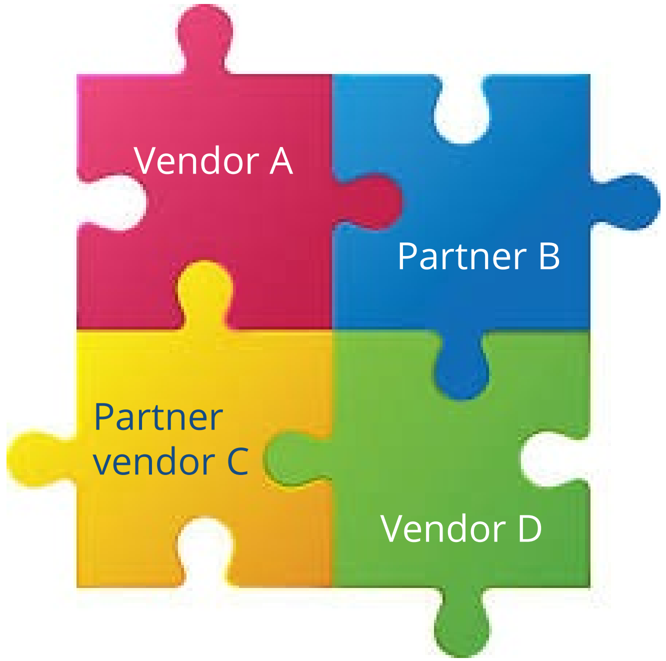
3 Key Characteristics Shaping the Future of Distribution

- Ecosystem-*centric*
- Platform-*enabled*
- Data-*driven*

What is Driving the Shift from Channel to Ecosystems?

- ✓ Increasing **complexity**
- ✓ Diverse IT **environments**: Rise of hybrid, multi-cloud, and edge
- ✓ Evolving **customer demand** toward business outcomes and complete solutions:
  - ✓ Requiring modular, multi-vendor solutions
  - ✓ Leveraging expertise from multiple partners, increased need for partner-to-partner collaboration ("P2P")
- ✓ **Digital Transformation** enabling new digital value chains and business models

Rise of multi-provider solutions



Platforms enabling Ecosystem relationships and business models

What partners need to prioritize in 2023

Thank You

IDC EMEA Partnering Ecosystems

Stuart Wilson
Senior Research Director
swilson@idc.com

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