

Momentum to create cloud practices is slowly building; NOW is the time to identify channel partners

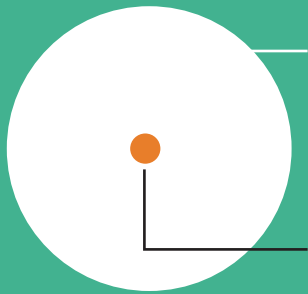
Up Your Marketing Game



9% Rate sales and marketing support from vendors as "Excellent"

6% Rate sales and marketing support from distributors as "Excellent"

Strong Sales Incentives Are Essential For Bridging Top-Line Revenue Gaps



78% Partners rated program incentives "Very Poor To Average"
Only 2% rated "Excellent"

Marketing Support Focused On Customer Acquisition is Valued More Than Just Getting The Word Out

Key elements for partner empowerment:

- Lead Generation
- Marketing Campaigns
- Full Access To Marketing Collateral
- Sales Enablement Training Material (playbooks, webinars)

Carefully evaluate criteria channel partners use to identify their key vendors

"EASE OF PRODUCT IMPLEMENTATION" IS THE MOST IMPORTANT CRITERION

NEED MORE INFORMATION?

A full presentation of the Channel Insights research study and a more comprehensive report can be made available, please contact the authors overleaf.



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STATE OF THE
CLOUD CHANNEL
2017

Momentum to create cloud practices is slowly building; NOW is the time to identify channel partners

Majority Of Partners Offer Some Form Of Cloud

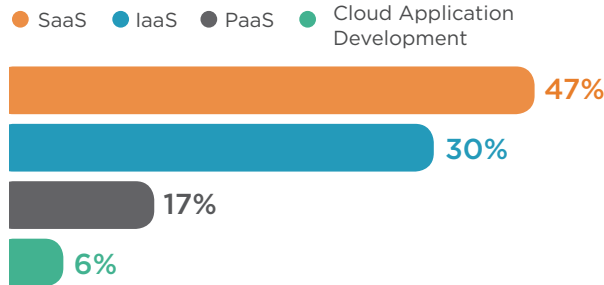


74%

Have some cloud offering (i.e. >25% of services are cloud-based)

Start investing in a channel partner program that imbibes the following elements

Channel's Focus Area



Barriers to cloud adoption persist; Focus on educational programs for seamless transition

Focus On Challenges That Channels Face With Cloud Adoption

Developing Sales Expertise, Lower Value Of Sales, Diminishing Channel Role - Key barriers to cloud adoption by partners



Cloud Adoption Is Rising, But On-Premise Solutions Are Here To Stay



71%

Expect to keep licensing for an indefinite period of time



16%

Expect to phase out licensing solutions over the next 3 years



13%

Will phase out licensing solutions soon or they have already done it

Support For Top Cloud Infrastructures



Training And Support To Address Heterogeneous IT Environment

42%

Partners engage with 4 or more cloud vendors at any one time

Highest cloud adoption

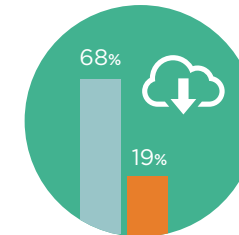
- Education
- Healthcare
- Media/Publishing

Adapt To Lifecycle Stage Of Channel's Cloud Adoption



"Cloud Management & Support"- Entry point for **70% channels**

Cloud Demand By End-Users is Bullish; Though Barriers Still Remain



High Demand **68%** Of this only **19%** Ready to Implement

Data Security And Cost Of Transitioning Are The Top Barriers To End-User Adoption

61%
Cost of Transitioning

68%
Data Security

Make Cloud A Key Priority In The 2017-2018 Vendor Roadmap

Market demand, technology trends and competitive pressure are top reasons driving adoption of cloud-based solutions by channels

