Europe, Middle East and Africa Partnering Ecosystems

IDC's *Europe, Middle East and Africa Partnering Ecosystems* program covers partnering ecosystems and how they are being impacted by technology transformation. The service provides partnering professionals with dedicated and insightful analyses of complex and diverse partner ecosystems in Europe, the Middle East, and Africa (EMEA). It helps ecosystem, partnering, and alliance executives plan, transition, and execute partnering strategies more intelligently, building on a strong foundation of independent specialized partnering research and expert analyst opinion. It explores the impacts of changing consumption and purchasing patterns on the wider partner ecosystem and assesses how these trends are accelerating the evolution of partnering strategies.

MARKETS AND SUBJECTS ANALYZED

- Key trends in the partnering ecosystem, with a focus on different business model partners (SIs, VARs, ISVs, MSPs, VADs, etc.)
- The impact of next-generation partner types (e.g., digital agencies, start-ups, developers, and ISVs) on the evolving partner ecosystem
- How revenue flows through the partnering ecosystem and new routes to market (e.g., cloud marketplaces and as-a-service models)
- Engagement models: incentives, co-sell, and deal registration and influence
- Defining partner IP and the value of ISVs within ecosystems
- Alliance strategies and customer-led ecosystem approaches
- Partner opportunities related to AI
- Customer success and solution lifecycle management strategies
- Evolving business models and the growing importance of new partner value metrics, such as influence

CORE RESEARCH

- The evolving partner landscape in EMEA
- AI opportunities for partners
- New ecosystem business models: opportunities and impacts
- Case studies and profiles of innovative partners
- An annual EMEA partner survey and an ISV survey
- Redefining partner value metrics
- The growing impact of cloud marketplaces
- The best-practice ecosystem and partnering strategies

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: Europe, Middle East and Africa Partnering Ecosystems.

KEY QUESTIONS ANSWERED

1. What market forces in EMEA need to be assessed to execute successful partnering and alliance strategies?
2. What does the current partnering landscape look like in EMEA?
3. How are different routes to market evolving and developing?
4. What are vendors currently doing to drive partner profitability, satisfaction, and loyalty?
5. How do vendors measure the success of partner programs?
6. What sort of new partner ecosystems are emerging in EMEA?
7. How do vendors transition their existing partnering strategies to accelerate as-a-service delivery models?
8. With which key next-generation partners in EMEA should vendors engage?

COMPANIES ANALYZED

IDC's *Europe, Middle East and Africa Partnering Ecosystems* analyzes the partner strategies, program best practices, positionings, and overall strategic directions of major vendors and partner organizations using both quantitative comparisons of activities and programs and qualitative understanding of each organization's strategies. Vendors typically covered include:

Accenture, Acer, Adobe, Alibaba, ALSO, Atlassian, Autodesk, AWS, BMC, Broadcom, BT, Cisco, Citrix, Datacore, Dell, Exertis, Fortinet, Fujitsu, Google, HP Inc., HPE, Huawei, Hubspot, IBM, Infinigate, Infor, Ingram Micro, Intel, Intuit, Juniper, Lenovo, Microsoft, NetApp, Nutanix, NVIDIA, Oracle, OVHCloud, Palo Alto, Pax8, Red Hat, Sage, Salesforce, SAP, SAS, Schneider Electric, ServiceNow, Snowflake, Tanium, TD Synnex, Trend Micro, Westcon, Workday, and Xero