

Asia/Pacific Channels and Ecosystem Strategies

IDC's *Asia/Pacific Channels and Ecosystem Strategies* focuses on the channel ecosystem and how it is being impacted by technologies, macroeconomic conditions, and broader industry transformation. By delivering actionable insights into the complex channel ecosystem across the Asia/Pacific region, the service supports channel executives in navigating market complexities, identifying growth opportunities, and assessing critical challenges impacting technology sales and channel relationships within each diverse subregion. This service equips channel organizations with independent, specialized channel research and expert analyst opinions to plan, develop, and execute channel strategies and programs to drive successful relationships with the wider channel ecosystem.

MARKETS AND SUBJECTS ANALYZED

- Key trends in the Asia/Pacific channel ecosystem with a focus on different partner business models (SIs, VARs, ISVs, MSPs, VADs, etc.)
- Impact of next-generation partner types (e.g., digital agencies, start-ups, developers, ISVs) on the evolving partner ecosystem
- How revenue flows through the channel ecosystem and new routes to market (e.g., cloud marketplaces, as a service)
- Evolving partner business models in the face of technology transformations such as cloud and digital transformation

CORE RESEARCH

- Evolving Channel Landscape in Asia/Pacific
- Impact of AI, GenAI, and Digital Transformation on the Asia/Pacific Channel Ecosystem
- Impact of Marketplaces on the Channel
- New-Generation Distributors Versus Traditional, Broadline Distributors
- Co-Creation and Co-Sell Motions in the Partner Ecosystem
- Case Studies and Profiles of Innovative Partners and Partnering Practices
- Best Practices in Channels, Alliances, and Partner 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: [Asia/Pacific Channels and Ecosystem Strategies](#).

KEY QUESTIONS ANSWERED

1. What market forces in Asia/Pacific need to be assessed to execute successful partnering and alliance strategies?
2. What does the current channel landscape look like in Asia/Pacific?
3. How are different routes to market evolving and developing?
4. What are vendors currently doing to drive partner profitability, satisfaction, and loyalty?
5. What sort of new partner ecosystems are emerging in Asia/Pacific?
6. How do vendors transition their existing partnering strategy to accelerate adoption of new emerging technologies like AI and GenAI?
7. How do vendors drive co-creation and co-sell within the partner ecosystem?
8. What are the key next-generation partners that vendors should be considering in Asia/Pacific?
9. What are the key strategies to effectively partner across the different countries in the Asia/Pacific region?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the channels and ecosystem market, including:

Accenture, Alibaba, Amazon Web Services, Atos, Baidu, Bluechip Infotech, Broadcom, BT Group, Caggemini, Check Point, Cisco, Citrix, Crayon, CrowdStrike, Data3, Dell Technologies, Dicker Data, DXC, Exclusive Networks, Fujitsu, Google, HCL, Hewlett Packard Enterprise, HP Inc., Huawei, IBM, Infosys, Ingram Micro, Kyndryl, Leader, Lenovo, Metrodata, Microsoft, NetApp, NetWorld, NTT

Data, Oracle, Palo Alto Networks, Pax8, Red Hat, Redington, Salesforce, SAP, Schneider Electric, Snowflake, SonicWall, Synnex Technology International, Tata Consultancy Services, TD Synnex, Tencent, Trend Micro, Vertiv, VSTECS Group, WatchGuard, Westcon, and Wipro.