

ELEVATE. OPTIMIZE. ACCELERATE.

CAPITALIZE ON THE AI TECH SHIFT WITH A THRIVING PARTNER ECOSYSTEM

Adapting to – and capitalizing on – tech shifts is essential to driving revenue. It's also a team effort. For success in competitive markets and a fast-shifting tech landscape, a thriving partner ecosystem is a key tool in meeting your business objectives. Use trusted market guidance to solidify your partner relationships and meet revenue goals.

48%

of partner marketers think their budget will grow in the next 12-18 months.

83%

of marketing leaders agree driving revenue through partners is the most critical role of partner marketing.



STRENGTHEN PARTNERSHIPS.

Elevate your ecosystem with strong existing partnerships that support your business objectives, now and into the future. Differentiating your message in the AI tech shift requires a data-backed strategy and sufficient resource investment in your partners.



63%

of partner marketing leaders say they plan to expand and grow their marketing skillset training for their partners.

73%

of marketers say digital transformation of partner marketing programs and operations is essential for future growth.

78%

of marketers say the implementation of emerging technologies like GenAI and Customer Data Platforms (CDP) will better support their business objectives in the future.

MEET GOALS.

Optimize your ecosystem with strategically managed partnerships. Create specific goals and tailored support for your partners. Evaluate high performers and invest in those meeting business objectives with the right technology, resources and data-backed intelligence.

45%

of marketers say that the key to a successful partner marketing program is a sufficiently resourced and staffed program.

78%

of marketing programs plan to introduce, or increase, their partner marketing technology with automation platforms and AI.

79%

of marketers say trusted market and customer intelligence is an effective partner incentive.



DRIVE REVENUE.

Accelerate growth and revenue through relationships with high performing partners and find creative ways to drive more revenue through partner channels. Research shows that the most effective ways of sustaining high performing partners are training, incentives and co-marketing.



83%

of partner marketing programs offer strong partner incentives and rewards.

90%

of partner marketers say that robust product training programs are effective incentives; more so than just having access to marketing and sales tools.

93%

of partner marketers say that co-marketing and MDF is the most effective partner marketing incentive.

Invest in your partner ecosystem with data-backed intelligence and trusted, relevant research during a tech shift. With the right resources, technology and thoughtful business goals, your thriving partner ecosystem will drive revenue, improve brand awareness, and demonstrate business value well into the future.

To capitalize on a tech shift, make IDC your first trusted partner.

Connect with us to create a partner ecosystem backed by trusted research insights.

Sources:

- [IDC State of Partner and Channel Marketing 2024](#)
- [2025 IDC Global B2B Tech CMO Priorities Study](#)