

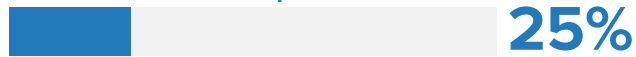
See What You Cannot See

Discover the Insight to Successful Partnerships

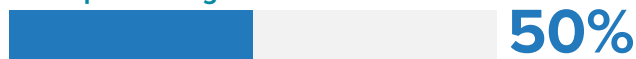
Channel marketing and sales leaders today are challenged with high expectations in a turbulent environment. As a result, tech providers need the insight to build and strengthen the right partnership and pinpoint partners based on key attributes for their business.

Organizations Are Challenged With

Channel Partner Disruption



Underperforming Customers



Amount of Partnerships Not Visible



Meaningful Partnerships Begin With Identifying The Right Partners

IDC's Worldwide Channel Partner Ecosystem offers an up-to-date perspective of the channel partner relationships between IT vendors and their interconnected partners. Our online intelligence solution gives you access to over 1 Million network relationships.

Customer and partner intelligence is especially important in today's market.



Target the right partnerships



Develop and refine channel marketing and sales strategies



Benchmark partners



Explore competitive insights



Assess and recruit new partners

Improve Partner Experiences and Channel Business.