

# THE STATE OF THE CHANNEL: CHANNEL INSIGHT SURVEY REPORT 2016 EXECUTIVE SUMMARY

**F**or those of us working in the Channel we have come to regard it as a living,

breathing entity that is continually evolving. Knowing and understanding the Channel is one of the keys to succeeding in it which is why the findings in the Channel Insight Survey Report 2016 are so important for vendors, distributors, service providers and resellers.

Drawn from over 250 active UK resellers and Channel suppliers who took 30 minutes to complete our survey, **of which 39% are business owners**, the data available in the report represents a unique and valuable insight into how resellers operate, how they are rewarded, what they sell now and how they see their sales models changing over the next 5 years.

The report makes it clear that resellers have recognised a peril in focussing their sales activity on one principal product or application – the days of the single, silo reseller are numbered, in fact, the application with the largest response to the question ‘**What do you sell today?**’ is **Unified Communications with 9.3% ticking that box.**

As a supplier to the Channel, this information will prove vital for your business planning and go-to-market strategies as it will provide you with current and real opinion from the coalface and insight into how the Channel is thinking – what products do they see as important in the future? How they rate their suppliers and vendor partners for value, service, reliability and innovation and their outlook for the future.

Whilst we can always learn a lot from history this report will, for the first time, enable you to look ahead. For example, the survey shows that **60% of respondents believe they will be selling M2M products and applications within the next 3 years!**

As the leading publication in the Channel for the last 15 years, Comms Business is uniquely regarded and respected for its insightful journalism, thought leadership and Channel events programme so is well placed to present and interpret these findings.

In addition to the valuable data, Editors Ian Hunter and David Dungay have produced more than 40-pages of comment on the make up of the Channel, the products, the markets and how resellers are paid. Significantly, they report on resellers' outlook for the future and what their plans are.

Each of the editorial sections is succinctly summarised and presented with key takeaways noted for easy reference.

Getting your copy of **'The State of the Channel: Channel Insight Survey Report 2016'** is simple.

The report will be published in May 2016 but can be pre-ordered in advance.