



Canalys to run "Think Tank" sessions at Comdef

Comdef, The Channel Partner's Forum, commissions Canalys Corp. to conduct its strategy "Think Tank" workshops and reports

For immediate release:

London and Oxford, Tuesday 6th April 1999 – Comdef, the leading UK Reseller Forum, and Canalys Corporation, the specialist provider of channel analysis, will be working together to provide Comdef with its "Think Tank" program and research materials. During the event Canalys team of analysts will run a series of interactive workshops designed to help attendees navigate the fast changing world of distribution channels. Prior to the event attendees will be invited to select which channel topics will be most appropriate for them, with likely subjects including "How CyberResellers are re-defining the channel models", "the impact of telecoms and IT convergence", "the e-business opportunity" and "the potential for distributors to add value".

Claire Andrews, Project Manager of Comdef, said "We chose Canalys to run these sessions because of the experienced team of consultants that they are able to field at such an event. The Think Tank sessions are an important part of the value-add of Comdef and Canalys has designed a program that I believe will prove both to be invigorating and challenging for our delegates."

Sandy Cals-Summers, Senior Analyst at Canalys, added "We are delighted to be asked to run such an interesting and varied research forum where most of the top UK channel executives will be present. Comdef has established itself as the premier event for the UK channel and we look forward to contributing to the continued success of this event."

Comdef is the leading Reseller Forum bringing together senior decision-makers within the UK channel community. It takes place from Thursday the 27th until the morning of the 30th of May on board of the boat the Norwegian Dream and has around 400 attendees from the UK reseller and IT community – www.comdef.co.uk.

Canalys' mission is to become established as the leading provider of high quality analysis regarding trends within the European IT and telecoms industry. By combining the depths of knowledge held within the existing market research industry, with the strategic insights contained at the management consultancies, it aims to provide recommendations that are both unique and comprehensive.

For more information:

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