

The second Canalys Channels Forum: Fit to Partner

– Hesperia Tower, Barcelona, 4–5 February 2009

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For immediate release

Canalys today announced that it will host its second Channels Forum in Barcelona, Spain in February 2009. The Forum is established as the largest, independent conference for channel partners taking place anywhere in EMEA, delivering unique content in a concise and efficient format.

Steve Brazier, Canalys President and CEO, announced: ‘Time is the most precious commodity for channel executives, as they are invited here, there and everywhere by different vendors to international events. These channel executives have told us that it would be more efficient if they could instead attend a single, major event where they can meet up with the most important channel vendors in one place, at one time. The Canalys Channels Forum provides them with just such an event, and an intensive programme that offers a broad view of the industry and a meeting place par excellence.’

The format has been enhanced this time to allow each participating vendor to promote their strategy on the plenary stage, in a competitive environment where resellers can vote to reward the best delivered message and the strongest strategy. This is in line with the overall theme of the event – ‘Fit to Partner’. In another enhancement, specialists from the vendors, as well as Canalys analysts, will be giving attendees’ one-on-one ‘Fitness Checks’, on subjects as varied as virtualisation, cloud computing, security, unified communications and mobility. These specialist sessions will be interspersed with forward-thinking presentations on industry trends from senior Canalys analysts and industry visionaries.

Major companies have signed up for the event, with Hewlett Packard returning to support the event at Platinum level. In addition, Fujitsu Siemens Computers, APC and Acer have confirmed their participation at Gold level. Distributors Ingram Micro and Tech Data will also be present at the event while several other vendors are expected to announce their involvement shortly.

The event will run for one and a half days, allowing attendees to fly in on the morning of Wednesday 4 February 2009. They then face the tricky decision of either taking the first flight back to the office on the Friday, or relaxing and enjoying some free time in hip Barcelona. Rita Chaher, Canalys Events Manager commented: ‘This format allows us to provide attendees with a rich and intense business experience and at the same time put on two nights of fun. On the first night we shall be providing a casual evening with some great tapas in the city’s coolest bars. The second evening’s event will close the conference with a fabulous

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gala dinner at a surprising and exotic location.' The Forum itself is being held in the Hesperia Tower hotel (www.hesperia.com/hotels/Hesperia-Tower). Opened in 2006 and designed by Richard Rogers, the purpose-built conference hotel is just a 15-minute taxi ride from the international airport.

Resellers will be invited to attend the Forum by the supporting vendors and by Canalys. They will also be able to request sponsored invitations via Candefero, the Canalys channels community. Capacity is limited so those that are not lucky enough to receive a personal invitation will be able to view post-event video messages on the Candefero web site (www.candefero.com). Participating vendors will be able to reach out to hundreds of resellers at the event, then reach thousands more by video. The Forum will have a significantly expanded press programme this time around, offering exclusive interviews, dedicated schedules and work areas. Press are invited to request an invitation by sending an e-mail to press@canalys.com.

Steve Brazier concluded: 'Economic times are tough and the channel is under pressure. Managers need to make smart decisions to keep their workforce motivated and take a fresh look at costs. Most importantly, they must define and then stick to their core strategy, so that they can emerge from this slowdown stronger than their peers. Now, more than ever, they must make sure that they are on top of the latest industry trends and that they are connected with the vendors that are committed to building a fitter channel. Our Forum will provide them with an opportunity to reflect and seek expert guidance on the challenges they face.'

About Canalys

Founded in 1998, Canalys is one of the fastest-growing technology market analyst firms in the world. It specialises in delivering high-quality market data, analysis and advice to the world's leading technology vendors. It is recognised as a key provider of continuous advisory services and confidential custom projects for marketing managers and strategists in blue-chip IT, telecoms, navigation and consumer electronics companies. It has unrivalled expertise in routes to market for all kinds of high-technology products and services in the consumer, SMB and large enterprise segments, and provides worldwide market data and trends analysis.

Receiving updates

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