

Canalys reveals LATAM Channel Partner Award winners

Partners honored at the first Canalys Channels Forum to be held in Latin America, the region's largest independent channel conference

Shanghai, Palo Alto, Singapore and Reading (UK) - Tuesday, 09 December 2014

Canalys announced the winners of the Candefero Channel Partner of the Year Awards for LATAM. These awards recognize high achievement by the region's channel partners in particular areas. The winners were honored on stage in Rio de Janeiro on Thursday 23 October at the Canalys Channels Forum LATAM, held in Latin America for the first time, attracting a 600-strong audience of leading IT players from over 32 countries across the region.

Canalys Principal Analyst Alastair Edwards said, 'It is always exciting to present the winners with their awards at our annual Channels Forum events, especially for the first time in LATAM. Every year the channel faces up to new challenges and opportunities, but with the continued pace of innovation and creative thinking, the industry continues to move forward. These awards prove that the LATAM region is no exception.'

The Candefero Channel Partner of the Year Awards recognize outstanding performance in specific areas: Revenue Growth, Innovation and Transformation, Security, IT-as-a-Service, and Infrastructure Growth, together with an overall Channel Partner of the Year award. Winners were selected from the many nominations received by a panel of Canalys analysts, who took into consideration how each partner had made sustainable investments for the future, its performance, its demonstrated expertise and the resulting business value generated for its customers.

IT2B Tecnologia e Serviços from Brazil was announced as the overall Candefero Channel Partner of the Year, recognizing the company's excellence in terms of its strategy, financial performance, innovation and transformation, as judged by a panel of senior Canalys analysts.

Commenting on IT2B winning the award, CEO Carlos Motti said, 'This award is extremely gratifying because it rewards 10 years in business transformation based on a strong strategic planning process and engagement of people in a vision of the future. In 2014, we closed several major business segments and we have revenue growth of over 60% compared with 2013 and we closed our first deal using smart city - more than 14 technology platforms integrated to manage a large city.'

The winners in the other categories were announced as follows:

- **Datastar** (Argentina) for Revenue Growth.
- **Altus** (Costa Rica) for Innovation and Transformation.
- **Cortelco** (Puerto Rico) for Security.
- **Go2neXt** (Brazil) for IT-as-a-Service.

➤ **Teltec Solutions (Brazil) for Infrastructure Growth.**

Carlos Moschetti, owner of Datastar, winner of the Revenue Growth award, said, 'At Datastar, we are happy to be recognized by a prestigious institution such as Canalys, as we face strong competition in our industry. The Revenue Growth award confirms that Datastar has strongly achieved its growth targets, mainly through its partnership with HP's infrastructure products, software and services business (now Hewlett-Packard Enterprise).'

Alonso Bogarin, CEO of Altus, winner of the Innovation and Transformation award, said, 'It is a true honor. This award fits perfectly with our innovative culture - our vision to develop our own apps aligned to industry trends - and shows that we have a solid value proposition, consistent with our strategic goal to implement our applications across LATAM. We were able to evolve from a traditional Cisco Channel Partner to become a Cisco Solution Partner. It has been a real challenge, both in financial and organizational terms, but this award confirms that we are on the right path.'

Juan C Ramos, CEO and President of Cortelco Systems, winner of the Security award, said, 'For Cortelco, it is an honor to receive this award. Security and compliance have been focus areas for the past five years, and this award means our vision was correct for these years, and it motivates us to keep going in this direction. This year we achieved good commercial results and implemented organizational transformation to keep growing in knowledge and services related to security and GRC.'

Paulo Henrique Pichini, CEO, Go2neXt Brazil, winner of the IT-as-a-Service award, said, 'The award is absolutely aligned with our strategy and vision. Go2neXt wants to be the most important company in the world of virtual solutions, helping its customers to transform their legacy IT environment and to start using hybrid cloud services (private and public) in an on-demand model. Winning the IT-as-a-Service award represents the recognition that we are on the right track. 2014 has been a very tough year in Brazil, but we achieved our planned results and grew our team.'

Rafael Araújo Silva, Technical Director, Teltec Solutions, winner of the Infrastructure Growth award, said, 'This award is very important to Teltec - it reflects that our company is growing much faster than the IT market and is being recognized by the market. As a solution integrator, beyond revenue growth, we have a fanatical approach to customer satisfaction. This year we became a Cisco Gold Partner, meaning we have made a lot of investment in business process and technical competence to deliver the deepest level of solutions and services expertise. Today, Cisco represents more than 50% of our business revenue.'

About Canalys

Canalys is an independent analyst company that strives to guide clients on the future of the technology industry and to think beyond the business models of the past. We deliver smart market insights to IT, channel and service provider professionals around the world. Our customer-driven analysis and consulting services empower businesses to make informed decisions and generate sales. We stake our reputation on the quality of our data, our innovative use of technology and our high level of customer service.

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About the Canalys Channels Forums

The Canalys Channels Forums took place from September to November 2014. The EMEA event ran from 23 to 25 September in Cannes, France. The LATAM conference took place from 21 to 23 October in Rio de Janeiro, Brazil. Finally, the APAC forum ran from 4 to 6 November in Shanghai, China.

The forums, in their seventh year in EMEA, third year in APAC and first year in LATAM, are the only independent events that unite senior managers from leading technology vendors, distributors and channel partners to discuss industry trends, forge new business relationships and create sales opportunities. In addition to vendor keynotes and theater presentations, the events feature more than 3,000 senior one-to-one meetings and prestigious gala dinners, among other networking activities. The events are open to senior business managers, both from IT vendors and channel partners.

More information about the events can be found at www.canalyschannelsforum.com.

About Candefero

Candefero is the exclusive global channel partner community run by Canalys. It provides the channel with an online forum to discuss the burning issues affecting their businesses and to get their opinions across to senior executives within vendor organizations. They also gain access to high-quality, independent market intelligence, trends analysis and advice from Canalys. Membership is free to qualifying employees of authorized channel partners only.

Receiving updates

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