

Largest independent IT channels event in Latin America hits the ground running

- **Participants from 32 countries gather to share experiences and energize the IT community**

From the Canalys Channels Forum LATAM in Rio de Janeiro - Wednesday, 22 October 2014

Canalys today kicked off the formal program of the largest independent IT channels conference Latin America has ever seen. ‘With over 600 channel partners, distributors, vendors, journalists and analysts, this event showcases the increasing importance of the Latin American region on the global landscape,’ said Rita Chaher, Vice President for Events and Marketing at Canalys. ‘Despite significant diversity within the region, we are delighted to facilitate the coming together of this professional community to share best practices, learn about new opportunities and forge stronger relationships.’

Event attendees heard how connectivity remains one of the most important enablers, even as new computing architectures are taking hold. Cisco Latam’s President, Jordi Botifoll, explained the implications of these new connectivity opportunities: ‘The demand for cloud adoption, mobility, security and the Internet of Everything has made the entire ecosystem rethink the business models and skills that will be necessary to drive growth.’

‘We are committed to bringing our customers into the path of the Third Platform, offering technology solutions that help them with their IT evolution,’ said Octavio Osorio, Vice-President of Latin America at EMC. ‘We are delighted to be part of this inaugural event in the region, and to share with our partners the new opportunities that we can address together.’

Market and customer buying pattern changes highlight the work ahead to simplify propositions. ‘The new style of IT requires a new style of partnering, and we’re working hand-in-hand with partners to help them win business,’ said Lynn Anderson, Senior Vice President, Demand Generation and Channel Marketing, HP. ‘We look forward to participating in the dialogue focused on delivering great business outcomes for our customers.’

The march of consumerization continues to influence business technology decisions. ‘Lenovo’s partners have deep relationships built on serving the client-side needs of productivity-sensitive knowledge workers. With the addition of the x86 line of servers, we see significant potential for partners to increase their share of customer wallet,’ said Paulo Fernandes, Director, Business Development & Project Management for Lenovo in Latin America.

Technology industry innovation is driving more and better ways for customers and employees to use devices and apps, and exploit technology for business process effectiveness. ‘Channel partners have outperformed most enterprise technology vendors on revenue and profit growth,’ said Sandy Fitzpatrick, Vice President for Channels Research at Canalys. ‘We see partners in the Latin American region leapfrogging some of the more traditional portfolio decisions, and embracing IT as a service for greater speed.’

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 take place from September to November 2014. The EMEA event ran from 23 to 25 September in Cannes, France. The LATAM conference takes place from 21 to 23 October in Rio de Janeiro, Brazil. Finally, the APAC forum runs 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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