

Media alert: Technology industry and its partners preparing for US\$1.4 trillion connecting insights opportunity

Shanghai, Palo Alto, Singapore and Reading (UK) - Wednesday 4 November, 2015

The fourth Canalys Channels Forum APAC kicks off with insights from senior industry executives, channel management leaders, analysts and distributors, who will address more channel partner decision-makers from the region than ever before. 'We expect the Internet of Things (IoT) to challenge current technology budget priorities and service delivery norms. With connected manufacturing, healthcare and logistics set to be the biggest segments, spending will top US\$1.4 trillion in 2020,' said Nicole Peng, APAC Research Director at Canalys. 'It is also clear that channel partners will continue to play a key role in helping industry titans address this additional opportunity.'

'Technologies such as immersive computing and 3D printing will play a big part in accelerating change for enterprises. Employees' engagement with their businesses and their customers will be intensified through better technology-enabled experiences. Channel partners are vital to deliver these new experiences. With a renewed focus on innovation, HP is putting the channel at the center of our business model, and we see "engineering amazing" as our critical contribution,' said Richard Bailey, President, HP Asia Pacific & Japan.

'In the past few years, Lenovo has successfully accelerated its global growth from a PC-focused company to one that is also a recognized leader in innovative mobile and enterprise solutions. Today, we are the world's number one PC brand and ranked number three in tablets, smart phones and servers. A key driving force behind our tremendous momentum is the trust and support of our partners. Lenovo is a channel-first company, today and into the future. We are committed to building long-term, mutually beneficial and profitable relationships with our partners, and will continue to create the world's best technology that they can proudly bring to market,' said Roderick Lappin, President, Lenovo Asia Pacific.

'Digital business models are transforming industries. By innovating around information in an agile way, EMC delivers choice and provides relevant and personalized solutions for our customers and partners. The next-generation applications, business mobility, data analytics, hybrid cloud and security capabilities delivered by our Federation companies drive time to value and provide flexibility, support and service,' said David Webster, President of EMC Asia Pacific and Japan. 'EMC has undeniable momentum in the market with the best portfolio, an industry leading partner program and an unwavering commitment to the channel. All of which is aimed at staying ahead of shifting market dynamics, helping our customers redefine IT success in the digital world and enabling our partners grow with us.'

'Investing in, improving and expanding our channel network has been a priority at every stage of our transformation. As we embark on the last phase as a more nimble, more focused Hewlett Packard Enterprise, we are accelerating our efforts to empower our partners to help customers bridge the traditional to the new,' said Jim Merritt, Senior Vice President and Regional Managing Director, Hewlett Packard Enterprise, Asia Pacific and Japan.

‘Productivity and business processes are rapidly being re-invented for a mobile-first, cloud-first world,’ said Valerie Beaulieu, Microsoft’s General Manager for Small & Medium Solutions & Partners in Asia-Pacific. ‘Businesses today - especially mid-market organizations - are benefiting from greater agility and aggressive cost efficiencies as they differentiate their products and services through faster innovation cycles. Our more than 750 Microsoft Azure partners in Asia Pacific play a vital role in our customers’ transformation journeys, which will only gain momentum as we welcome and transition more partners into this ever-growing ecosystem.’ she added.

‘As an integrated solutions provider, Dell is committed to helping enterprises be future-ready. Our channel partners are integral to this strategy and we’re constantly working with them to help customers leverage technology advancements to be agents of change and drivers of innovation. The channel being our primary growth driver in Asia Pacific, we remain focused on delivering new programs and investments to help our partners in this region succeed,’ said Brian Humphries, President, Enterprise Solutions Sales and Strategy, Dell.

‘As APAC’s largest event that unites senior managers from leading technology vendors, distributors and channel partners to examine relevant industry trends, forge new business relationships and create sales opportunities, we are delighted to have facilitated this important discussion,’ said Gemma Edwards, Events Director at Canalys. ‘More one-to-one meetings than ever before are testament to how important this industry transition is, and the resulting changes vendors and channel partners have to embrace.’

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 October to November 2015. The EMEA event runs from 6 to 8 October in Barcelona. The APAC event runs from 3 to 5 November in Bali. And finally, the LATAM event runs from 17 to 19 November in Cartagena. The forums, in their eighth year in EMEA, fourth year in APAC and second 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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