

Media alert: Canalys announces sponsors for Channels Forum 2015

- Confirmed keynote sponsors include HP, Lenovo, Dell, EMC, Microsoft, and Cisco.
- ‘Connecting Insights’ is the theme that will shape the global agenda.
- Confirmed dates and locations
 - EMEA: 6-8 October, Barcelona, Spain.
 - APAC: 3-5 November, Bali, Indonesia.
 - LATAM: 17-19 November, Cartagena, Colombia.

Shanghai, Palo Alto, Singapore and Reading (UK) - Tuesday 31 March 2015

Canalys today announced that a record number of sponsors have already been confirmed for the 2015 edition of the largest independent series of channel events. Committed sponsors already include HP, Lenovo, Dell, EMC, Microsoft, and Cisco at keynote level; with Acer, Eaton, Vision Solutions, CHG - MERIDIAN, Autotask, IBM, Lookout, MAXfocus from LogicNow and Awingu also participating. Many other vendors are set to join in the coming weeks.

This global events series celebrates the pivotal role that distributors play in the industry. Distributors are the secret glue that joins the vendors to thousands of channel partners across the globe, with ever more vendors recognizing they represent the most effective route to market. All the major distributor brands are participating in 2015 including Ingram Micro, Tech Data, Arrow, Avnet, Westcon Group, Also, Westcoast, Synnex, Arena, ECS, Tarsus, JOS, IXIX, Cadensworth, Redington, Intcomex and Prianto.

Néstor Cano, President, Tech Data Europe, said, “CCF provides a great opportunity to personally connect with our reseller partners, enabling us to reinforce relationships and make plans to grow our businesses together. In the course of just a few days at CCF, we come together to engage in high quality, high impact interactions with all our most-valued partners, which is something that would be very difficult to achieve in the normal routine of daily business throughout the rest of the year.”

Dickson Lui, COO from Synnex added ‘We are encouraging even more partners to participate this year as they really value our invitation to this event’.

From today, partners can register to participate with the wait list already at record levels. “Connecting Insights” will be the event theme for 2015 as Canalys predicts IoT will drive the next wave of channel growth. Canalys events are underpinned by the most advanced apps possible and it plans to further extend its digital lead this year by bringing location into the mix. Delegates will be become connected, and share even more insights together.

Steve Brazier, Canalys President and CEO, said, "We believe the explosion of insights from wearables and ubiquitous sensors can be the biggest boost to channel partners' addressable market over the next three years. Now is the time to start evaluating where in the IoT space to play".

"While the opportunity to market wearables and sensors will be attractive to some, we think the bigger opportunity lies in extending what has already been a proven business - providing decision support information to their customers. The biggest value of IoT will undoubtedly be from the analysis and insights generated by assets coming online. Hence our careful selection of "Connecting Insights" as our theme; while IoT as an industry movement is interesting, sustainable growth in profitability for partners will come from the value they can quickly deliver to their business customers" continued Steve Brazier.

This year's EMEA forum will return to the Hotel Arts in Barcelona, while the APAC event will venture to Bali, Indonesia for the largest APAC channels conference in November. The LATAM edition will be from 17-19 November and has the magical city of Cartagena in Colombia as its destination. All three events are expected to be in excess of 1,000 delegates each.

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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