

Media alert: The Canalys Channels Forum keeps innovating with its mobile event app

Palo Alto, Shanghai, Singapore and Reading (UK) – Monday, 3 April 2017

The [Canalys Channels Forum](#) EMEA will be held from 3 to 5 October in Venice, Italy, while the LATAM event takes place from 14 to 16 November in Buenos Aires, Argentina and the APAC event from 5 to 7 December in Perth, Australia. Multiple CEO-level guest speakers and Canalys analysts will attend the international events.

The Canalys Channels Forum celebrates its tenth anniversary in 2017, and we have some grand plans for a trio of memorable events. In addition to top-level keynote speakers and channel-oriented sponsors, the events will once again surprise attendees with state-of-the-art web tools. “Our event app is vital to our success, and our delegates have embraced it. It has been developed and enhanced over seven years to really maximize the time spent away from the office,” said Rita Chaher, Canalys Executive Vice President for Services and Events. “The tool has now been used at several different technology industry events, with a 92% average adoption rate, a key



@CanalysForum celebrates 10 years.
Exciting plans for three memorable events
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differentiator from other tools on the market. This has led to thousands of meetings around the world being scheduled using it, and the adoption of other successful features, such as Chat and Live Q&A. Canalys Channels Forum attendees should expect to see exciting new features in 2017, all developed with the channel in mind.”

The Canalys Channels Forums have long been a trusted source of information, insight and innovation. Attendees will hear from industry leaders in hardware and software, who will explore what needs to be done to meet the challenges of the future and develop business strategies that address the increasing power of technologies now being deployed.

“Advances in artificial intelligence have taken AI out of the realm of science fiction and turned it into a reality, heralding the beginning of a fourth industrial revolution, rich with possibilities and opportunities, not to mention safety and ethical concerns, all of which will be examined at the Canalys Channels Forum events,” said robotics specialist analyst, Ben Stanton.

This year sees the addition of specific topic “streams” to the event agenda, which will take their lead from the overall event theme, “deus ex machina”, giving delegates the chance to discuss a variety of concerns. Stream topics will include cybernetic and physical systems, cloud computing, the Internet of Things and security, and how vendors are innovating for the fourth industrial revolution.

People will ask big questions of hardware and software innovators, about how systems will be deployed in various areas of everyday life, and how best to focus company resources to remain on the cutting edge. It will be up to industry leaders to ascertain what end users will demand of the next generation of technology and the problems they expect it to solve.

Delegate registration is now open for all three events. Canalys has already seen unprecedented demand for channel partner places and expects the events to be sold out by September. Committed sponsors include Dell EMC, Hewlett Packard Enterprise, HP Inc and Lenovo at keynote level, with AMD, APC by Schneider Electric, Amazon Web Services, Epson, Fujitsu, Acer, Citrix, Eaton, NetApp, SolarWinds MSP, VMware, Autotask, Ergotron, Mimecast, Nokia, ShoreTel, StorageCraft, Webroot and 5Nine also participating.

Many other vendors are set to join in the coming weeks. Once again, the event is being supported by the most important distributors in each region, something else that makes the Canalys Channels Forums the most prestigious events in this industry.

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. We stake our reputation on the quality of our data, our innovative use of technology and our high level of customer service.

About the Canalys Event App

As channels experts, we understand your business and your conference goals. The Canalys Event App is the only app designed specifically for partner events and provides all the features that will make your event a success. It’s reliable, intuitive and intelligent! For a free demo of the app, please visit: www.canalys.com/eventapp.

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Alternatively, you can email press@canalys.com or call +1 650 681 4488 (Palo Alto, California, USA), +65 6671 9399 (Singapore), +86 21 2225 2888 (Shanghai, China) or +44 118 984 0520 (Reading, UK).

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Americas: Suite 317, 855 El Camino Real, Palo Alto, CA 94301, US | tel: +1 650 681 4488

APAC: Room 310, Block A, No 98 Yanping Road, Jingan District, Shanghai 200042, China | tel: +86 21 2225 2888

APAC: 133 Cecil Street, Keck Seng Tower, #13-02/02A, Singapore 069535 | tel: +65 6671 9399

EMEA: Diddenham Court, Lambwood Hill, Grazeley, Reading RG7 1JQ, UK | tel: +44 118 984 0520

email: inquiry@canalys.com | web: www.canalys.com