

## PARTNERS BRING UNIQUE WINDOW OF OPPORTUNITIES TO THE OEMs



## CHANNEL SCORE CARD - 2021

Technological solutions that allow for contactless functioning are gaining prominence in the time of lockdowns and social isolation. Channel partners have played a critical role in the last-mile connectivity and delivery.

Technology stands as the enabler at the same time the partners have helped the industry as the true transformers. They have driven a positive growth by scaling their sales operations. As companies look to digitally transform their businesses, their focus is shifting toward solutions that deliver complete business outcomes. It has created a unique window of opportunity for strategic partnerships.

Strategic partnerships are crucial, especially when you're looking for wider penetration across geography. It is true that a well-run partner program is an amazing resource for driving partner engagement, improving loyalty, and improving your revenue.

The pandemic is a reality check for businesses that have been reluctant to embrace digital transformation and now find themselves woefully unprepared. Without digital tools and technologies, we would have no way to work, shop, go to school, and more. New combinations of talent and technology are delivering decisive advances in customer experience, operational efficiency and competitive edge. Digital transformation has shown positive outcomes: whether it's streamlining processes, harnessing data or shaping entirely new ways of doing business, this is about uniting every part of the enterprise in a common purpose.

The road to new reality will have many twists and turns, and perhaps even a few potholes. But It is a fact that organizations which accelerate their digital transformation, will continue to win over their customers. Every newer technology brings new opportunities for the partner ecosystem to support their respective customers.

### CHANNEL SCORE CARD

The channel score card (It's ranked on a scale from 3 to 5) are based on seven important factors including - Product Availability, Price Performance, Channel Profitability, Pre-sales support, Training and Certification, Channel Policy and Post-sales Support. This score card is based on the response we could gather from the 300+ partners across the Metros, A and B class cities in India. However, this report does not reflect any feedback from the end customers.

Channel partners are integral to overall success of the corporate's go-to-market strategy (GTM) for delivering an excellent customer experience. VARs are heavily dependent upon the support from the OEM/vendor partners for

help with the pre-sales and post-sales support, marketing development funds and training. Distributors and value Added Distributors (VADs) possess a very important role to play in the overall growth strategy of the corporates. Vendors that were able to work with partners and provide high quality products at good prices were rewarded with high scores.

This year, distributors and sub-distributors have realized the massive opportunities in E-commerce, Cloud Computing, Cyber Security and Work from Home (WHM) solutions. The major distributors including Ingram Micro, Redington, Savex Technologies have positioned as the top three players in the Indian technology distribution space, while

other distribution majors including Compugate, Supertron, Techdata, RP Tech, Brightstar, Inflow and IValue have gone very aggressively by promoting various offerings to the channel from cloud to security as services for enabling digital transformation for industries. Another important landscape we have seen increasing the focus into Cyber security and Work-from-home (WHM) solutions become the core, to complement this sector, there are VADs (Value added Distributors) including RAH Infotech, Technobind and netpoleon have increased their footprints.

### Methodology of the ScoreCard:

The report we were able to collect from are the partners who are directly dealing in the

partner eco-system and does not include the sales that happened through various E-commerce sites in India, which is a big chunk and the figures are very difficult to find and the actual business cannot be validated. The reason behind this is most of the vendors have cleared their old inventories, through the E-commerce players to reach to the remote parts in the country, whereas certain distributors and partners were directly involved in the transactions with E-commerce companies. Online retailers have doled out discounts to lure people to shop online for everything from basic groceries to large electronic devices (PC, Laptop, Printer, Camera, Mobile phones and various accessories).

The Indian E-commerce market is expected to grow to US\$ 200 billion by 2026. Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. As of August 2020, the number of internet connections in India significantly increased to ~760 million, driven by the 'Digital India' programme. Out of the total internet connections, ~61% connections were in urban

areas, of which 97% connections were wireless.

### Market Forecast:

Technology plays a critical role in resolving visibility problems. Distributors enable channel partners to deliver complex IT solutions around the world. Their innovative approach and proven experience in datacenter, cloud, security, mobility, analytics and IoT empower channel partners to deliver the end-to-end solutions to their customers to transform and remain competitive.

Enterprise technology must do much more than keep the wheels turning; it needs to be the engine that drives functional excellence and the enabler of innovation and long-term growth.

### Industry Forecast by VARINDIA

Technology is moving from edge core to the cloud and in the present scenarios it is getting reversed. The cloud is going to replace the conventional data centers at the core of the network. Today, organizations reset their IT strategy and implement the systems and

solutions, including cutting-edge cloud services, to re-energize performance across the enterprise.

Companies that are integrating IoT and 5G technologies into their digital strategies will be able to meet the goals of their businesses today and in future and maintain a competitive advantage in today's dynamic business environment. The transition to edge computing has been driven by higher compute that can process more complex workloads including machine learning and AI.

By 2025, it is estimated that 463 exabytes of data will be created each day globally. By using a combination of Artificial Intelligence and Data Science, businesses will increasingly base their decisions on data. Artificial Intelligence and Machine Learning have made it possible to solve challenging problems in the area of image analysis, language translation and speech recognition with a phenomenal accuracy. Organizations reset their IT strategy and implement the systems and solutions, including cutting-edge cloud services, to re-energize performance across the enterprise.

## CATEGORIES COVERED IN THIS YEAR'S CHANNEL SCORE CARD

DATA BACK-UP/ RECOVERY	ELECTRONIC SECURITY	HYPER CONVERGED INFRA	ENTERPRISE MOBILITY	CONSUMER LAPTOP
ENTERPRISE LAPTOP	X-86 SERVER	STORAGE	STRUCTURED CABLING	UTM/FIREWALL
VIDEO CONFERENCING	DATA CENTER	PRINTER	CYBER SECURITY	DATA PROTECTION
CLOUD SECURITY	POWER SOLUTIONS	DDOS SOLUTIONS	GAMING LAPTOP	WFH SOLUTION

### CLOUD SECURITY

The benefits of cloud computing services include the ability to scale elastically and cloud security refers to a broad set of policies, technologies, applications, and controls utilized to protect virtualized IP, data, applications, services, and the associated infrastructure of cloud computing. The security architecture of cloud computing is the main element which decides the level of security in cloud computing because exposure of cloud to the user depends on security architecture. Cloud Security analyzes security solutions for customers moving datacenter and other applications to the cloud.

Cloud security refers to multiple vectors with a broad set of policies, technologies, and services, deployed to protect applications, data, and associated infrastructure through cloud. There are 68% of enterprises today regard the misconfiguration of assets in the cloud as one of the biggest contributors to cloud security threats? In fact, 75% of enterprises are either very concerned, or extremely concerned about how secure they are in the cloud. The overall cloud security market is expected to touch USD 68.5 billion by 2025.

**CHANNEL PLAYERS:** Akamai, Cisco, Checkpoint, IBM, Paloalto and Sophos

### CONSUMER LAPTOP

India has the biggest consumers for PC products across Asia-Pacific region, and is the third-largest market worldwide. More importantly, a large section of its population is yet to fully adopt digital products such as PCs, laptops, and smartphones, so there is massive headroom for growth. The dynamic nature of the Indian market and the accelerating push towards digitisation will only fuel this potential business opportunity. With the rising adoption of laptops across educational institutions and corporations, the demand for advanced laptops has increased. Most of the schools are adopting virtual technologies and providing online courses, which allow students to learn as per their convenience.

In India, the top 5 laptop brands HP, Lenovo, Dell, Acer and Asus command 88.2 per cent of the total laptop market share and the other

brands contributed about 11.8 per cent share. Demand for both new and old laptops, PCs, and even their components increased in this period. Naturally, with increased consumption of these devices, the wear and tear of the units also became more likely.

**CHANNEL PLAYERS:** Dell, Lenovo, HP, Acer, Asus and MacBook Air

### CYBER SECURITY

Cyber threats are everywhere and they are constantly changing. The challenge for security and IT teams is enabling security, trust and compliance at the speed of digital transformation. The major factors driving the cybersecurity market are increase in the frequency and sophistication of cyber-attacks, emergence of disruptive digital technologies like IoT, stringent data protection regulations for information security and increase in number of supply chain based attacks exploiting the software supply chain.

Cybersecurity is the practice of protecting systems, networks, and programs from digital attacks. The market is expected to reach USD 352.25 billion by 2026, registering a CAGR of 14.5% during 2021-2026. There are various components that requires to plug-in to make a rugged Cyber security environment and that includes, cloud Identity and Access Management (IAM), Data Loss Prevention (DLP), Cloud Intrusion Detection System (IDS)/Intrusion Prevention System (IPS), Security Information and Event Management (SIEM), encryption, and others including disaster recovery and firewall that provide a complete security for public, private, and hybrid deployment types.

**CHANNEL PLAYERS:** Cisco, CheckPoint, Aruba (Clearpass), Fortinet, IBM, RSA, Sophos and Tenable.

### DATACENTER

India Data Center Market size is projected to reach USD 1.5 billion by 2022 and is growing at a CAGR of 11.4 percent during the forecast period. The market growth is driven by deeper internet penetration, increase in digital data traffic, public cloud services, and higher expected growth for IoT. The rising number of mobile connections, increasing focus on cloud



computing along with the growing trend of digitization would lead to an increase in demand for new data centers.

By 2022, the outsourced model of data centers will make almost equal market share. The captive model, however, will still hold a majority of share, due to strict government regulations for various industry verticals making them spend on captive data centers to localize their data processing. The Indian data center market is expected to cross USD 8 billion worth of investments by 2026, driven by the rise in digitization initiatives, third party data center service demand, and proposed data localization law.

**CHANNEL PLAYERS:** Netmagic, CtrlS, Sify, ESDS, GPX Global, NXTGEN, Webworks and Yotta.

## DATA PROTECTION

Every business needs to comply with data privacy regulations to stay competitive and maintain customers, hence data protection is utmost important. Data privacy is a bigger issue now than ever before for both companies and consumers, as a hacker attack occurs once every 39 seconds. Without proper protocols in place, your business probably wouldn't be able to survive for long. A lack of awareness and technical insight into data privacy remains a core concern for several industry thought leaders as organizations become increasingly exposed to data privacy concerns and regulation.

As per a report from IDC, the amount of data created, by 2023 it will reach over 100ZB (one trillion gigabytes). Data privacy management software provides comprehensive solutions for users to manage their company's privacy program, including replying to consumer requests or data subject requests (DSR/DSAR) and mapping sensitive data. Data privacy management software is used to achieve and maintain compliance with privacy laws and regulations.

**CHANNEL PLAYERS:** IBM, Dell, HPE, VMware, Nutanix and Veeam

## DATA BACK-UP / RECOVERY

To ensure data availability for all workloads across cloud and on-prem environments, with enterprise backup software. Data back-up and recovery is the key factor, in which the files are copied to a second medium so that the data does not get lost if the main system fails to function. Everyone must prepare their back up files from time to time in order to avoid any type of data loss due to system failure.

Data center backup and recovery software market as being focused on providing backup capabilities for the upper-end midmarket and large-enterprise environments. Total market revenue is expected to touch \$12.00 billion in 2022. The backup and recovery market has transformed over the past two years through innovation via centralized management in a hybrid world, ransomware detection and remediation as the number of attacks increase, better recovery capabilities in the public cloud, and new support for Software-as-a-Service (SaaS) applications.

**CHANNEL PLAYERS:** Commvault, Veeam, Dell Technologies, Veritas, IBM, HPE and Arcserve.

## DDoS SOLUTIONS

DDoS (Distributed Denial of Service) mitigation services include the vendors that deliver services for detecting and mitigating DDoS attacks. The success of DDoS Mitigation service is measured when a network that is targeted in an attack is protected and kept up and running. In the past, most of the DDoS attacks were focused on the network layer and they were volumetric attacks with a massive amount of resources/computer power that was needed to bring down the server. But today they are getting more sophisticated, targeted, and focused around exploits at the Application layer.

The DDoS mitigation providers can be grouped into four categories: scrubbing centers, content delivery networks (CDNs), CSPs and hosting providers and infrastructure as a service (IaaS). There are multiple benefits of an intelligent DDoS mitigation service, that includes, minimize business risk and reduce downtime with effective mitigation solutions, which can prevent the largest DDoS attacks. Secondly, it minimizes cost related to web security without compromising quality and preserving website and

application performance throughput attacks.

**CHANNEL PLAYERS:** Radware, Cloudflare, Akamai, Arbor, F5 and Imperva.

## ELECTRONIC SECURITY

The electronic security industry in India is in the midst of a paradigm shift. IP-based Video Surveillance and Integrated Solutions are going to drive the future. As per the recent reports, Police, Paramilitary, Defence & Education industry have fuelled demand for security & electronic surveillance. Also growth in the number of smart cities would add to the demand of electronic security. It includes surveillance, access control, alarming or an intrusion control to a facility or an area. The government is the major customer of such security administrations and business sections also utilize the security systems for their workers for giving security.

The futuristic technologies like IoT & AI which will be playing a major role in advancing the security industry. AI or machine intelligence will be helpful to improve video motion detection, facial recognition and individual tracking in video surveillance. The Internet of Things also comes with implications in data transfer for processing, analysing and storage of data along with managing the network of connected devices.

**CHANNEL PLAYERS:** CP Plus, Hikvision, Honeywell, Axis, D-Link, Dahua and Secure eye.

## ENTERPRISE MOBILITY

Enterprise mobility market in India is growing steadily at the same time merging with the digital transformation market, which is growing at a high speed. Enterprise mobility is an approach to work in which employees can do their jobs from anywhere using a variety of devices and applications. India enterprise mobility market is projected to grow with a CAGR of around 25% through 2022. Growth in India's enterprise mobility market can be attributed to growing internet and smartphone penetration, emerging mobility trends such as BYOD, CYOD, BYOA, and surging data telecommuting needs.

With businesses slowly returning to full-scale operations by allowing their employees to even work-from-home and use their own devices to access corporate networks, their investments on enterprise mobility solutions that can support remote working models by securing, monitoring and managing mobile devices, including those owned by employees, will only increase going forward.

**CHANNEL PLAYERS:** VMware, SAP, Microsoft, Cisco, IBM, Aruba (Clearpass), Samsung and SOTI.

## FIREWALL /UTM

The Firewall segment has seen a good growth in India. The fast paced growth was contributed by the strong growth in the IT/ITeS, BFSI and e-Commerce verticals in the country. Key drivers for the growth is the rapid growth of malware, growing attacker sophistication and the rise of new unknown zero-day threats which requires a different approach to keep enterprise networks and data secure, adoption of Firewall is a bare necessity.

UTM is a single system that secures the network from viruses, malware, or malicious attachments by scanning the incoming data using Deep Packet Inspection and prevents attacks before they enter the network by inspecting the packet headers. It also prevents access to unwanted websites by installing enhanced web filtering whereas the Network Firewalls are more cost effective than securing each computer in the corporate network. As enterprises consider how to provide comprehensive visibility and advanced layer 7 security including threat protection, intrusion prevention, web filtering and application control.

**CHANNEL PLAYERS:** Fortinet, Check Point, Paloalto, Cisco, Sophos, SonicWall and Aruba (Clearpass)

## GAMING LAPTOP

Gaming laptop market is one of the fastest growing that comprises advanced technologies. One such trend in the gaming market is the increasing adoption of VR headsets. VR provides a simulated environment through the combination of VR hardware and software which offers a life

like experience to users. Gaming has moved from being a niche to being part of the lifestyle and essentially, more and more people are gaming and using it to relieve stress and socialise.

The onset of the pandemic and the subsequent lockdown boosted mobile gaming in India, with 45 percent of Indians started to play games on their smartphones during this period. Other factors such as the gaming laptops are portable personal computers that are designed to play video games as an alternative to gaming consoles. They are mainly purchased by users who are game enthusiasts and are either hardcore gamers or professional gamers. Mobile gaming market in India is expected to touch \$3 billion by 2023.

**CHANNEL PLAYERS:** ASUS, Acer, Dell, HP and Lenovo

## HYPER-CONVERGED INFRASTRUCTURE (HCI)

Hyperconverged infrastructure (HCI) software provides virtualized compute, storage, networking and associated (cloud) management — from a single instantiation running on server hardware. The global revenue of the converged systems market is expected to touch USD 20 billion by 2022. It is one of the most rapidly-growing methods for deploying IT in the datacenter. HCI solutions are increasingly capable of operating business critical workloads while reducing data center complexity and promoting affordability.

Enterprises today are seeking to accelerate innovation and time to market by driving unprecedented resilience, agility and workload consolidation from IT. In India, HCI systems are attracting the largest amount of interest among the converged systems portfolio. The HCI market is expected to increase due to many growth drivers such as shifting workload towards public cloud, growing HCI adoption rate in emerging countries, demand from the healthcare industry, etc.

**CHANNEL PLAYERS:** Dell Technologies, Nutanix, HPE, Cisco, NetApp, VMware and Acutech.

## PRINTER

Indian Hardcopy Peripherals (HCP) market recorded its best Q4 till date in terms of unit shipments. The market witnessed a growth of 4.0% quarter-over-quarter (QoQ) during 4Q20 (Oct-Dec 2020). The market registered shipments of 0.95 million units during the quarter posting a growth of 19.7% year-over-year (YoY), according to IDC Worldwide Quarterly Hardcopy Peripherals Tracker, 4Q20.

In the inkjet segment, vendors continued to face supply challenges during the beginning of the quarter. There is surge in demand for inkjet printers from the Home segment. Following this, the inkjet segment noted a YoY growth of 38.8%. Within inkjet printers, the ink tank printer segment grew steadily following improved availability and the pent-up consumer demand owing to continued work from home and e-learning for students. The laser printers' segment (including copiers) recorded a YoY growth of 3.8% at the back of laser printers (excluding copiers) as multiple delayed orders from the previous few quarters were executed in 4Q20.

The laser copier market dropped by 44.9% owing to weak corporate and Government demand. The inkjet market declined by 9.2%, due to the surge in demand from the Home segment. CY2020 observed high demand for Wi-Fi and ink tank printers which could be met partially as vendors struggled to furnish enough stock. In the commercial segment, the demand situation improved from a QoQ perspective as certain segments, primarily jobbers and SMBs/SOHOs, resumed full-time operations. However, demand from large corporates continued to be muted as the offices remain closed.

**CHANNEL PLAYERS:** HP, Canon, Epson, Xerox and Ricoh .

## ENTERPRISE LAPTOP

After a great 2020 in terms of growth numbers, the personal computer (PC) market in 2021 is said to have clocked its highest ever growth in the months from January to March (year-on-year) in two decades. The traditional PCs market— which includes laptops as well as PCs — has seen a sudden but unsurprising boom during the pandemic. The growth is commendable as the sector has also been facing a global shortage of semiconductor chips affecting shipment volumes.

As per research firm Gartner, PC shipments are up by 32% in the

first quarter of 2021 over last year. The total number of PCs shipped increased to 69,869.5 units from 52,928.3 in the same period last year. IDC has shared an even bigger number estimating the year-on-year growth to be 55%. PC market has been stagnant for years and was expected to go down. As per IDC's data, in Q1 2021, the total PC shipment number was 83,981 over 54,123 units in the first three months of 2020. The overall PC market, the growth would have been 47% year-over-year.

**CHANNEL PLAYERS:** HP, Dell, Lenovo, Apple and Acer.

## POWER SOLUTIONS (On-line & Offline UPS)

A UPS (Uninterruptible Power Supply) is a power protection system to provide clean, stable power to critical application equipment during power disturbances and power failure. India's power sector is one of the most diversified in the world. Depending upon the power protection requirement, one can select from different types of Uninterruptible Power Supply (UPS) systems that will shield the critical data and equipment from some or all of the nine power problems. The main UPS categories are: Offline UPS: Line Interactive UPS and Double Conversion Online UPS.

India UPS market is to grow at a CAGR of 10% by 2022. The UPS market is projected to surpass \$ 1 billion by 2022, on account of growing usage of UPS systems as a power backup source for the smooth functioning of enterprises in IT/ITES, BFSI and other sectors. Growth in the market is attributed to increasing demand for power backup across commercial as well as industrial sectors coupled with growing digitalization across the country. Moreover, rising number of technological advancements to improve electrification rate and development of smart cities across the country is further expected to push demand for UPS systems across the country. The rising demand from tier 2 and tier 3 cities is also expected to steer growth in the country's UPS market until 2022.

**CHANNEL PLAYERS:** APC by Schneider, Vertiv, Eaton, Numeric, Delta, Luminous and Microtek.

## SERVER (X86/NON X86)

India Server Market By Hardware (Blade, Rack, Tower), By Operating System (Linux, Windows, IOS, Others), By End User (IT & ITES, Government, Telecommunication, BFSI, Others (power & energy, Manufacturing ) By Region, Forecast & Opportunities, FY2026" the India Server Market is expected to grow at a rate of 10.27% from 2021-2026. IT & ITES held the largest market share in 2020 and is expected to have the largest share over the forecast period. Government's policies of shifting to online portals for all activities is showing a rapid growth in the forecast period in server market in this segment. Digitalization in BFSI sector makes it the third largest revenue generating sector after IT & ITES and Telecommunications. Hyperscalers were seen spending on infra to build capacity and expanding their datacenter footprint across various availability zones.

Growth in India server market can be attributed to growing IT sector which indirectly is leading to the high scale of investment in data centers. Policies of government that are supporting the emergence of online portals for all the activities is one of the major reasons of expansion in the market. In 2020, rack server dominated the market, however blade is expected to grow at a higher rate. Based on OS, the market can be segmented into Windows, Linux, IOS and Others. Windows Operating System currently holds the largest share and is expected to hold its dominance in the India server market in the forecast period too.

**CHANNEL PLAYERS:** Dell, HPE, Lenovo, Oracle and Cisco.

## STORAGE

Increase in data storage capacity to store customer data is becoming a necessity for organizations. Storage industry in the country is going to continue to grow in double digits. Data localization is fuelling the growth of the Indian data centre industry. Innovation in technologies related to collecting as well as analyzing data such as IoT, artificial intelligence (AI), data science, Big Data, and edge analytics have been revolutionary.

India's external storage market witnessed a decline of 14.8% year-over-year (YoY) by vendor revenue and stood at USD 79.9 million in Q3 2020 (Jul-Sep). The majority of the YoY decline in storage spending was



due to decreased spending from professional services, government, and manufacturing organizations in Q3 2020. Secondly, many organisations are exploring ways to adopt newer technologies based on business outcomes rather than CAPEX investments. Another, reason of the growth that we are witnessing is a shift from Cloud Computing to Edge Computing. Edge Computing market size is expected to reach USD 29 billion by 2025.

**CHANNEL PLAYERS:** Dell, HPE, NetApp, Hitachi Vantara, Lenovo and Oracle .

## STRUCTURED CABLING

The India structured cabling market is projected to reach \$861.6 million by year 2023. The rise in the number of Internet users, rapid adoption of digital services, increasing demand for copper cables, the growing datacenter market, and rising demand for bandwidth solutions have resulted in an increasing demand for structured cabling. The growing demand for higher bandwidth and transmission rates in India is expected to drive the demand for structured cabling. Additionally, government initiatives to construct 100 smart cities and offer free Wi-Fi services in trains and the increasing demand for intelligent buildings are further augmenting the market growth in the country.

There are key industries, including IT & telecommunication, construction, automotive, and manufacturing, are severely impacted due to the lockdown implemented by the central and state governments, thereby lowering the demand for structured cabling in the country. In India, the data center category, under the application segment, is growing significantly, as effective cabling management in data centers is essential. Hence digital India initiatives, Village level wi-fi and data center market is augmenting the demand for structured cabling in the country.

**CHANNEL PLAYERS:** CommScope, Schneider, D-Link, R&M and Legrand.

## VIDEO CONFERENCING

Video conferencing involves a real-time and formal two-way transmission of audio and video content. A majority of Indian businesses-87%-are considering a flexible work model through video conferencing solutions. As much of the world has been working from home and relying on technology to stay in touch with colleagues and loved ones amid national lockdowns, video conferencing apps saw an unprecedented surge in usage, with Zoom one of the most popular options available. Video

collaboration solutions aid organizations and enterprises to make faster decisions and eliminate high costs associated with travel and time. The COVID-19 has resulted in schools shut all across the world. Globally, over 1.2 billion children are out of the classroom.

During pandemic, Pandemic has become a windfall for Video conferencing platforms. Zoom Video Communications has been a major beneficiary of the changes brought about by the COVID-19 pandemic. With face-to-face meetings and conferences generally cancelled for an unknown amount of time, video conferencing tools have quickly become an everyday necessity. video conferencing has already proved to be a very effective and convenient method of organizing meetings for any time, at any place, and which can be joined by all team members who have stable internet access. The global video conferencing market is projected to reach USD 6.50 billion by 2025. The hardware players including Poly, Cisco, Lifesize and Yealink are sharing the small market, However, the market is dominated by the Software based solutions.

**CHANNEL PLAYERS:** Zoom, Microsoft(Team), Cisco(Webex), Google(Meet) and Logmein.

## WFH SOLUTION

Globally, organisations and individuals are adapting to a new reality of how and where work gets done. Work from home productivity involves more than just a functioning laptop. Networks need enough capacity and secure endpoints for workers to access their files and applications from anywhere, and employees need access to cloud applications to take full advantage of the collaboration tools available to them. The current, rapid-shifting need for work from home infrastructure demands proactiveness and foresight.

As you pivot to a digital-first working model, you need your employees to be productive wherever they are. That means secure and performant access to enterprise applications across the cloud or data centre, on any device, via any network. Work-from-anywhere success rides on creating seamless experiences for employees, especially those operating remotely who may be using untrusted networks and third-party applications to access applications. The solutions need to provide, which has to be secure access to reduce threats from public internet resources and apps – no matter how your working model evolves.

**CHANNEL PLAYERS:** Google Drive, Team, Logmein, Teamviewer, Slack, Skype and Zoom

## VIEWPOINTS FROM THE TECHNOLOGY LEADERS

### EARNED AND PROPOSAL MDF IS KEY TO DELL'S PARTNER PROGRAM

“Dell Technologies had a historic Q4 as we became the leading PC brand in India with our sales surging 57.1% from a year earlier to achieve a 27.5% market share. We led the commercial segment with a share of 32.7% resulting in 15.2% YoY growth. Dell's consumer shipments registered 159.1% YoY growth and maintained the lead for the second position in the category. Marketing has been at the fore-front of everything that we do – carrying impactful messaging to our partners, and through partners to our end-customers. A vital element of our partner program is the concept of Earned and Proposal MDF (Marketing Development Fund) – which our metal tier partners and distributors can leverage to fuel their growth and profitability.

Dell Technologies' Partner Program reiterates our commitment towards stronger FY22 by launching several new enhancements and best-in-class solutions for stronger infrastructure. Dell's new Incentives Center gives partners increased visibility and insights across all the programs and incentives in one, centralized location. Dell Technologies' partners can also transact VMware licensing deals directly through the revamped 2021 Partner Program. One major enhancement to this year's Partner Program is a new program dubbed PowerUp – combining our existing Partner Preferred programs together. The program will give channel partners access to Dell Technologies' enterprise, commercial and SMB accounts allowing them more exposure and opportunities.”



**ANIL SETHI**  
VP & GM - Channels, Dell  
Technologies India

## CRAYON'S EXPONENTIAL GROWTH IS A RESULT OF ACQUIRING NEW CUSTOMER FASTER

“The year 2020 has been very special for many reasons. We have billed more customers in 2020 than ever before and we have added the highest number of partners in our system and our Cloud mix of the business reached an impressive level of 88%. With a strong understanding of the competitive Indian IT market dynamics, Crayon’s exponential growth is a result of acquiring new customers faster, while significantly increasing our share of existing customer’s wallet. We have billed 100% more partners in the year FY 20-21.

Strong current of changes in the market is apparent with the given situation. We have always evolved with the changing times - From the way we operate to the way we communicate personally or professionally. Partners across specialization and verticals are getting aligned to the new normal and re-calibrating their products and services portfolios. To help our partners succeed in this direction, Crayon has introduced various software and services offerings like “Cloud easy” and “Cloud By Design” which will help customers to move from on - premise to Cloud. Partners can also avail our expertise on Software & Cloud Analytics and IT infrastructure & software agreement Optimization. Crayon also provides solutions to the partners in the right size to the customer’s Office 365 environment. We provide Crayon Empower-iQ as a subscription service, which helps organizations to upskill their employees to achieve greater productivity.”



**VENKATARAMAN D**  
Executive Director – Sales & Strategy,  
Crayon Software Experts India

## DIGITAL IS THE WAY AHEAD AND RP TECH INDIA UNDERSTANDS THE POWER OF DIGITAL PLATFORMS



**RAJESH GOENKA**  
Director, Sales & Marketing,  
RP tech India

“RP tech India registered a decent growth in the FY 2020-21 despite initial hiccups and challenges. We were quick to streamline our business during the first few months of the lockdown and minimized the negative impact on our sales performance. We implemented several innovative sales and marketing campaigns, which helped us to boost sales and ensure profitability. As it is rightly said, that innovation is the key to success, RP tech India lived the mantra in every aspect in FY 2020-21. We rolled out several creative and innovative marketing campaigns for our target customers. The Work from Home (WFH) and Learn from Home (LFH) campaigns were highly successful and appreciated by both vendors and channel partners. Digital is the way ahead and we understand the power of digital platforms.

RP tech India was the first distributor to announce Partners Incentive Schemes when the channel business was disrupted due to lockdown restrictions. We announced the Green Zone and Orange Zone offers to help partners liquidate stocks and restart their business. We ensured smooth and seamless inventory supply in the Channel while following strict COVID-19 guidelines for safety. We also launched brand-specific incentive schemes for partners to help them pull customers to shops. These initiatives were highly successful and helped us to increase business profitability.”

## COMMSCOPE'S PARTNERPRO IS DESIGNED TO HELP PARTNERS DISCOVER NEW REVENUE OPPORTUNITIES

“Despite ongoing market uncertainties, we have driven positive performance last year, with our recent financials showing strong results from our Broadband Networks segment (17.3 percent year-on-year revenue increase). Looking ahead, we remain committed to helping our customers in India unlock the full potential of the country’s ongoing Internet revolution, by accelerating the country’s end-to-end network infrastructure development and helping companies leverage their connectivity investments efficiently, both in outdoors and indoors deployments.

Additionally, as businesses continue to grapple with the constraints around the pandemic, our marketing efforts have also pivoted from offline events towards increased online engagements, where we have hosted a series of virtual webinars and step up in our digital and social media campaigns to help inform businesses on the rising importance of reliable and accessible connectivity, as well as the approaches to securing this critical resource. CommScope’s PartnerPRO Network features an exclusive global network of experts who know our solutions as well as we do, and is designed to help partners discover new revenue opportunities. The network consists of CommScope-authorized local distributors, solution providers, consultants and alliance partners, backed by the global experience of CommScope, and trained to provide local insight that puts our high-performance solutions to work.”



**MYLARIAIAH J N**  
Director – Sales Enterprise,  
India & SAARC, CommScope



## TENABLE'S UNIFIED SOLUTION SATISFIES THE BUSINESS NEEDS



**KARTIK SHAHANI**  
Country Manager,  
Tenable India

“The Tenable Assure Partner program is a partner-first program. Partners are supported with regular business planning sessions, enablement, training certifications and dedicated marketing support to generate valuable leads for their sales teams. We treat partners as an extension of our sales team, helping them identify and qualify opportunities.”

Tenable announced an enhanced MSSP portal to supercharge partners' cloud-based vulnerability management offerings with Tenable.io within minutes. In doing so, organizations can rest assured that vulnerabilities and misconfigurations are identified at cloud speed. The new features within the Tenable.io MSSP portal further support and solidify Tenable's steadfast commitment to our partners in India and the APAC region. As organisations scale and evolve to adapt to changing work models, security capabilities need to be equally adaptable. Tenable.ep, combines the best of Tenable.io Vulnerability Management, Tenable.io Web Application Scanning, Tenable.io Container Security and Tenable Lumin. With Tenable.ep, users can view all their assets and vulnerabilities in one dashboard alongside key threats, exploit and prioritisation metrics. The unified solution removes the need for businesses to purchase multiple products and manage separate licensing models.”

## PALO ALTO NETWORKS PROTECTS CUSTOMERS WITH BEST-OF-BREED SOLUTIONS

“The momentum in the business continues to be strong, with second quarter revenue growth of 25% year over year to over 1 billion USD, driven by strong execution across the board. Events like the SolarStorm attack highlight the importance of cybersecurity, and Palo Alto Networks is well positioned to protect our (its) customers with best-of-breed solutions. We are excited about the bets that we have made in SASE, Cloud and AI.”

Palo Alto Networks invests a lot of time listening to our (its) partners' feedback and understanding their needs. Partner voice is captured by participation in internal as well as external industry surveys, multiple partner leadership platforms and Partner Advisory Councils across the territories we operate in. While our industry leading partner program called the Nextwave Partner Program remains the same, we try and bring innovation and enhancements to the program every year, depending on the changing technology trends, consumption patterns and addition of new routes to market. Our Nextwave Partner Program acknowledges and rewards partners for their investment with us and gives a greater ROI as you enhance the partner tier levels. We have a robust deal registration system which protects a partner's effort and interest and this program has gained high trust amongst the partner community, globally.”



**HARPREET BHATIA**  
Director, channels & strategic  
alliances India & SAARC,  
Palo Alto Networks

## CITRIX'S KEY FOCUS LIES IN OFFERING A CONSULTATIVE, VALUE-ORIENTED SALES EXPERIENCE

“Even though the last year was filled with uncertainty, we have witnessed immense innovation across sectors. From a Citrix perspective, it has been an excellent year overall for our sales, with very high double-digit growth figures. The pandemic-induced shift to remote working, saw businesses focus on our digital transformation solutions, particularly Virtual Desktop Infrastructure (VDI). Our recent acquisition of Wrike, a leading provider of SaaS collaborative work management solutions, has also helped our efforts in bridging the physical and digital worlds, to deliver the industry's most comprehensive cloud-based platform for secure workspace delivery and collaborative work execution.”

At Citrix, our key focus lies in offering a consultative, value-oriented sales experience where customers are engaged at each stage of the journey. At Citrix, we strongly believe in initiatives through which we can add value to our partners, so that they are also able to interact more efficiently with our mutual customers. All our partner programs are centered on one thing – putting our mutual customers first. Our programs are centered on evolving the partner behaviour in a way that is beneficial to the customer and partner's long-term success; rather than behaviour directed towards revenue where the focus lies on transactions. We are looking to leverage our strategic partners and our own executives to have business value conversations focused on digital workspace strategy, expanding beyond traditional VDI deployments and product pitches.”



**RAGHURAM KRISHNAN**  
Director –  
Partner, Citrix India

## FORTINET ENGAGE PARTNER PROGRAM ENABLES ADDITIONAL FLEXIBILITY AND REVENUE GROWTH FOR PARTNERS

“Globally Fortinet reported a third consecutive year of product revenue growth of approximately 16%, services revenue growth of approximately 22% and total organic revenue growth of approximately 20%. Our solid 2020 revenue performance led to an all-time company high non-GAAP operating margin of 26.9%. Fortinet has also appointed Savex Technologies as a value-added distributor to further expand its business and security market footprint in India. The appointment builds on the strong demand for new solution requirements to secure the edges that make up the new network including the data center, WAN, local-area network (LAN), remote workers and cloud access.

Fortinet recently announced updates to the Fortinet Engage Partner Program, enabling additional flexibility and revenue growth for partners. Fortinet added new consumption models for a range of products including FortiSIEM and FortiEDR, enhancing benefits for cloud partners and introducing new Specializations focused on growing markets. The Engage Partner Program allows partners to engage as an integrator, MSSP or cloud partner. For cloud partners, Fortinet is adding additional ways they can take advantage of the various routes to market leveraging Fortinet’s Adaptive Cloud Security offerings. Managed cloud service provider partners are now immediately eligible for the Engage Select Cloud Business Model.”



**RAJESH MAURYA**  
Regional Vice President,  
India & SAARC, Fortinet

## SOPHOS ENSURES INDUSTRY LEADING SOLUTIONS FOR BOTH ENDPOINT AND NETWORK SECURITY



**SUNIL SHARMA**  
MD-sales,  
Sophos India & SAARC

“Sophos is growing fast and is well poised to grow faster in the coming years. We are one of the few vendors that have industry leading solutions for both endpoint and network security. We did great business at both these important cybersecurity fronts. Beyond the sales figures, it feels great to see how Sophos is accelerating in providing cybersecurity to organizations of all verticals and all sizes. During the pandemic, when cybercrimes are at all time high, Sophos has helped businesses of all sizes defend against ransomware and other sophisticated cyberattacks. Overall, Sophos had a strong 2020.

Due to the lockdown and work from anywhere scenario, Sophos had quickly adapted to virtual and digital marketing initiatives. We even hosted our partner conferences virtually and soon we are going to host this year’s partner conferences virtually. Our major customer and partner engagements like round tables, customer focused events, Sync with Sophos series, SOS Week and Marketing classes have been happening over virtual platforms. We have also noticed the increase in engagement from our partners and customers.”

## THE POLY PARTNER PROGRAM IS DESIGNED IN SUCH A WAY THAT THE PARTNERS SUCCESSFULLY STAND OUT IN THE MARKET

“We saw a huge demand in the market for our headsets and USB cameras due to the work-from-mandates that were passed by many organisations. Collaboration technology emerged to play a crucial role in the ‘new normal’ and we saw many sectors readily embrace collaboration tools for business continuity. Healthcare and government sectors performed particularly well for Poly India as these verticals leveraged solutions like video conferencing for day-to-day interactions in their fight against the pandemic.

We have reimagined our program to encourage participation from a broad range of partners and made it more beneficial to partner with Poly. Our partners consistently tell us that their success depends on their ability to differentiate based on reputation, service delivery capability, and complementary skills. The Poly partner program takes into account partners’ goals and is designed in such a way that we help them successfully stand out in the market. Our partners are well aligned with Poly’s goals and they see a lot of opportunities in the huddle room and conference room market and are excited to grow with us. As a company, we are also focused on leveraging our partnership with players like Microsoft Teams and Zoom to provide our customers with the best collaboration experiences. Our partners are very excited about the opportunities this brings forth.”



**ANKUR GOEL**  
Managing Director, Poly  
India and SAARC



## SCHNEIDER ELECTRIC BOOSTING PROFITABILITY BY USING DIGITIZATION, CUSTOMIZATION AND DATA ACCESSIBILITY

“Given the pandemic-related disruptions in 2020, we have done comparatively well despite headwinds. We undertook influencer marketing, digitization of partners, Google Geotagging of distributors/ partners, and a WFH (work from home) program for B2B customers – i.e., for all our top leading IT/ITES customers whose employees were working from home – and then we ran a WFH e-commerce campaign (for Flipkart and Amazon). Consequently, all these activities led to a 5% increase in our transactional home UPS business.

We have undertaken several initiatives in FY20-21 to stay afloat despite the various challenges faced by the Covid19 pandemic. We ventured into the e-commerce route and made our products and solutions available on Flipkart and Amazon. We also undertook product listings as well as awareness campaigns via banner ads and mailers in Indiamart (B2B). Alongside, we also partnered with B2B demand generation to help enable them on digital platforms such as IndiaMart, Justdial, Sulekha, Facebook, and LinkedIn. Further on, we launched a Work from home campaign to spread awareness around working in the new normal amid the Covid19 scenario and how many organizations needed resilient IT systems (as WFH kits) to ensure an uninterrupted WFH environment for employees. We identified such organizations and positioned our line-interactive UPS as a suitable solution and enabled channel partners to drive smooth delivery and installations.”



**SWARUP DAS**  
Director – Channel Business,  
Schneider Electric India

## VERTIV PARTNER PORTAL ENABLES PARTNERS WITH DEDICATED SALES SUPPORT



**SANJAY ZADOO**  
Country Manager, Channel  
Business, Vertiv India

“We at Vertiv, worked tirelessly to support our customers. Even when the nationwide lockdowns were enforced last year, we provided services to customers that fell under the Essential Services Maintenance Act i.e., Data Centres, IT & ITes, Telecom, Banking, etc. Through our dynamic solutions and services, we provided essential digital infrastructure to ensure smooth functioning and continuity of our customers’ businesses.

India is an important market for Vertiv, given the increased digital transformation and need for automation of business processes, especially in a post-pandemic world. Our partners play a critical role in our go-to-market strategy and we look forward to growing and expanding this network across the country. We have always believed in empowering our channel partners and addressing their needs. We offer them 360-degree support through the Vertiv Partner Portal. This portal enables our partners with dedicated sales support, sales selectors and configurators, marketing resources, marketing development funds, online partner training, content syndication, eligible partners can apply for rebates, information about PAYBACK schemes and deal registration and incentive programs. Our partner training program ensures that our partners have access to all the necessary information whenever they need it. The program also enables partners to identify new opportunities in the market, diagnose customer problems and provide customized solutions, and gain thorough understanding of Vertiv’s solutions.”

## WITH A RESILIENT STRATEGY PRAMA HIKVISION HAS WON OVER THE ODDS

“We have striven hard to keep the sales graph moving upward consistently throughout the consecutive quarters. Our sales performance for the year 2020-21 was partially impacted due to the pandemic situation. We are grateful to our channel partners and end-users for their consistent support and unshakable trust. We are hopeful that the security market will get back to its prime once the second wave of pandemic comes under control through various government and private sector initiatives.

We at Prama Hikvision had implemented data driven, technology enabled and content empowered, digital marketing initiatives for 2020-21. We were able to successfully implement the ColorVu Marketing Campaign just in time by coinciding them with the Holi festival. We got an overwhelming response to our ColorVu Campaign. We will continue to add value through our virtual (digital) and real (physical) marketing initiatives as per the evolving scenario. We have already ramped up the digital training initiatives for the partners. Our aim is to enhance the customer experience by offering best-in-class products, solutions and services. The ‘Customer Centricity’ is our key success mantra. We are thankful to all the end-users, system integrators and channel partners. We owe our success to their unflinching trust and support.”



**ASHISH P. DHAKAN**  
MD & CEO,  
Prama Hikvision India

## SIMPLIFICATION, EXPANSION, INVESTMENT AND DIFFERENTIATION ARE NETAPP'S FOUR CORE PRINCIPLES



**GANESAN ARUMUGAM**  
Director - Channel Sales,  
NetApp

“At NetApp, we have been a true partner to our customers in their virtual journey throughout. This reflects in our third quarter global revenue results for FY21 to the tune of \$1.47 Billion. Our cloud run rate is over 200% in the last quarter alone.

Our partner program - NetApp Unified Partner Program (UPP) connects the partners to NetApp depending on the business and technical skills. We recently updated the program to complement and align with our partners' business capabilities and models. The program has been simplified and expanded to offer our partners a consistent experience. Simplification, Expansion, Investment and Differentiation are our four core principles that have helped us evolve the NetApp Unified Partner Program. The program combines all types of partners, whether they are a solutions partner, reseller, global GSA partner, system integrator or OEM technology partners. There are multiple levels to it, starting from registered gold, platinum, as well as star partners. Apart from the UPP, we have a Service Partner Program wherein the partners who have the necessary certifications can offer the products and services on the product proposal support to the customers. Partners who have Professional Services Certification Program (PSC) can help in solution design and implementation for the customers.”

## WESTERN DIGITAL'S ALLIANCE PARTNERS ARE AN INTEGRAL PART OF THEIR GROWTH JOURNEY

“With almost everything shifting to digital platforms, we are amidst a massive deluge of data creation and consumption due to trends like work from home, gaming, e-learning, increased smart video, etc. Keeping in mind the current situation, our end-user marketing team designed campaigns under the "work from home" theme to create demand for our partners. We are also equipping our partners with Go Digital Kits to send out relevant information about our products using digital and social media. We recently virtually organized our annual partner summit for alliance partners in the video security space, designed to engage and interact on the changing consumer needs, market dynamics and educating them on Western Digital products and solutions.

During the event, our partners also received recognitions for their contribution to India's growth and expansion. Our alliance partners are an integral part of our growth journey, and we intend to share our vision with them as we build a strong portfolio as they help us expand our target markets. Our partner programs are designed basis three pillars: Education, Reward, and Engagement. SanDisk League of Heroes, Western Digital Elite Partner Promo, and myWD Partner Program are our reward programs. We run different programs like TechTalk- an app-based training module and WhatsApp business platform to engage and educate channel partners to address newer opportunities emerging in our products' current environment.”



**KHALID WANI**  
Director - Sales, India,  
Western Digital

## UIPATH PUTS SUCCESS OF THEIR CUSTOMERS AT TOP PRIORITY

“At UiPath, our three-pronged approach focuses on building the category by raising awareness about the transformative impact of automation with the business leaders in the boardroom, driving adoption across industries and helping existing customers extend use of robots companywide.

Success of our Customers is our top priority. Our marquee programs like the 'UiPath Automation Excellence Awards', celebrate successful deployment of automation for business results and provide a platform to share their experiences and learning with industry peers. 'Pioneers of Automation' is our thought leadership platform that aims to build a community of forward thinkers with a mission of advancement of new technologies and drive the future of automation. Our premier customers constitute our 'Customer Advisory Board' who meet twice a year to share their feedback and suggestions. At the global level, we organized a two-day 'Reboot Work festival' last year, for our customers.

UiPath's Partner community helps us ensure reach of automation across geographies and industries. They help customers in their automation adoption journey and truly realize the vision of a robot for every person in their organizations. Our partner program enables them to stay abreast with latest developments in our product platform and provides the right advice and support to deploy UiPath solutions in their location.”



**RAJESH KUMAR**  
VP Marketing, UiPath  
India & South Asia



## CONTINUOUSLY EVOLVING THE PARTNER PROGRAM AS PER INDUSTRY DEMAND AND CUSTOMER EXPECTATION IS VMWARE'S COMMITMENT

"We are pleased with our financial performance this fiscal year. The revenue for fiscal year 2021 was \$11.8 billion, an increase of 9% from fiscal 2020. The combination of Subscription and SaaS and license revenue for fiscal 2021 was \$5.6 billion, an increase of 11% from fiscal year 2020. Subscription and SaaS revenue for fiscal year 2021 was \$2.6 billion, an increase of 38% from fiscal year 2020. As we look ahead to FY 22, we are committed to executing at scale as we continue to build our Subscription and SaaS business, and invest in our future growth, while we deliver technologies and solutions today that help our customers and partners with their digital transformations.

At VMware, we are committed to continuously evolving our partner program to adapt to industry demands and customer expectations. VMware launched the Customer Lifecycle Incentives Program to help partners facilitate the end-to-end digital transformation for their customers. The program will help partners drive increased profitability through new and expanded customer engagement, a simplified experience, optimized incentive return on investment, and partner-to-partner cooperation rewards. VMware partners can now take advantage of the increased need for customer Software-as-a-Service transformation and shifting sales processes."



**PRADEEPTO DEY**  
Director - Distribution Partners  
& OEM Alliances APJ, VMware

## EDUCATING END USERS PROVIDES THE RIGHT PRODUCT FOR THEIR USAGE



**SANJAY SEHGAL**  
Sr. VP - SMB & Telecom,  
TP-Link India

"FY2020-21 has been the year of highest sales for TP-Link India in the last decade! TP-Link captured maximum market share in 2020 and ranked No1. Player in WLAN segment as reported by IDC. 2020 was the year of Online communication and due to limitations on physical promotions, we moved our promotional plans to digital mode and has been effective since then. We began with the webinar training session to make sure our channel partners & end customers have the right product information to aid their channel sales and educate our end users and provide the right product for their usage.

TP-Link is fully committed to developing home & business networking solutions and services for consumers, providers and partners, embracing the process of innovation through technology. For Value-added resellers (VARs) looking for access to even better deals and tailored support, TP-Link has designed the TP-Link Partner Program, to reward loyalty and help grow the VAR's overall business. The TP-Link Partner Program provides you with the essential resources to accelerate your sales cycle and help you grow your business."

## CHANNEL PARTNERS, THE MOST IMPORTANT ELEMENT IN THE OVERALL DISTRIBUTION NETWORK

"The sales performance in the last year was good. Though the first quarter was affected because of the onset of the Covid outbreak that brought the whole world to a standstill, business dynamics got changed in the subsequent quarters. Organizations scrambled to put their things together and started WFH and maintained business continuity using technology. This helped us ramp up our technology offerings including WFH, security, cloud, data backup and enterprise mobility to help our partners and customers address their needs. Our sales and technical team were agile enough to understand the immediate needs of our customers and were quick enough to address their needs. Thanks to Covid-19, we had to resort to virtual mode of marketing activities throughout the last fiscal. As we have more than 35 global technology OEMs as our partners, we consistently kept sending latest offers, schemes and any new developments around their solutions to our partners and customers. Channel partners are the most important element in the overall distribution network and we take utmost care in building and nurturing our partner ecosystem. They engage with the customers at all levels and are vital for building relationships and offering support and services for them."



**ASHISH GUHA**  
CEO,  
RAH Infotech

Today, be it a home-grown business or large enterprises, every sector is now realising the benefits of going digital. The power of digital media and presence not only influences your audiences purchasing power and decision but also motivates and controls the thought process of making a purchase and the very need of it.

Partners are the infrastructure wing for the OEMs and they need to support the team with dedicated infrastructure to support the hardware, software and applications as most of the IT leaders have the demand for increasing utilization with reducing costs. Partners has to have provisions for the infrastructure to meet all complexities of deployment, management etc. and without support of OEMs, it is next to impossible.

With the shifting of technology, there are massive opportunities coming in the marketplace, where customers will look into channel as their trusted advisor. HP, Dell, CISCO, HPE, Microsoft, IBM, Lenovo and APC by Schneider has emerged as the strong channel player.