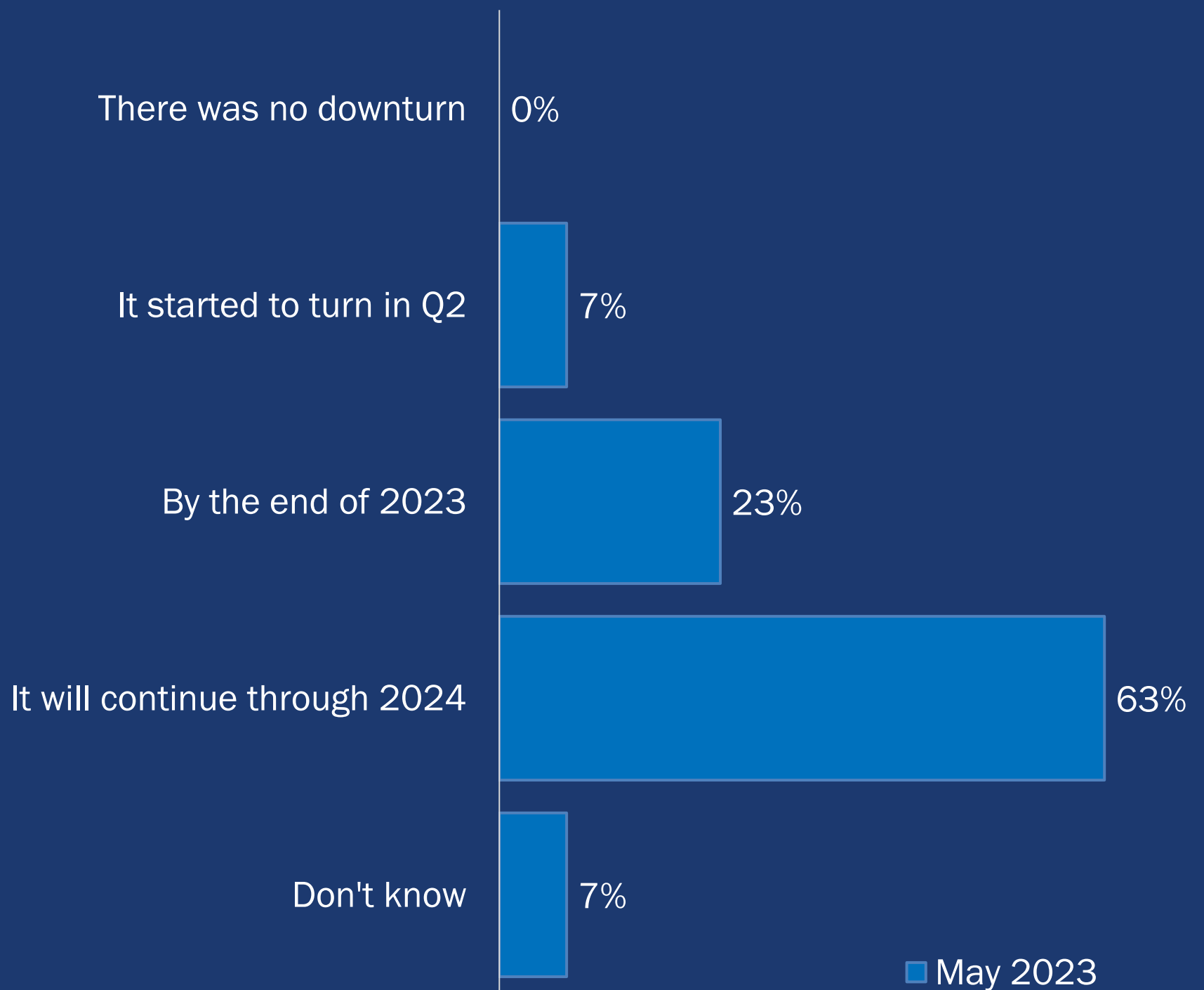




Club50 Retreat Polling  
US Results  
2023

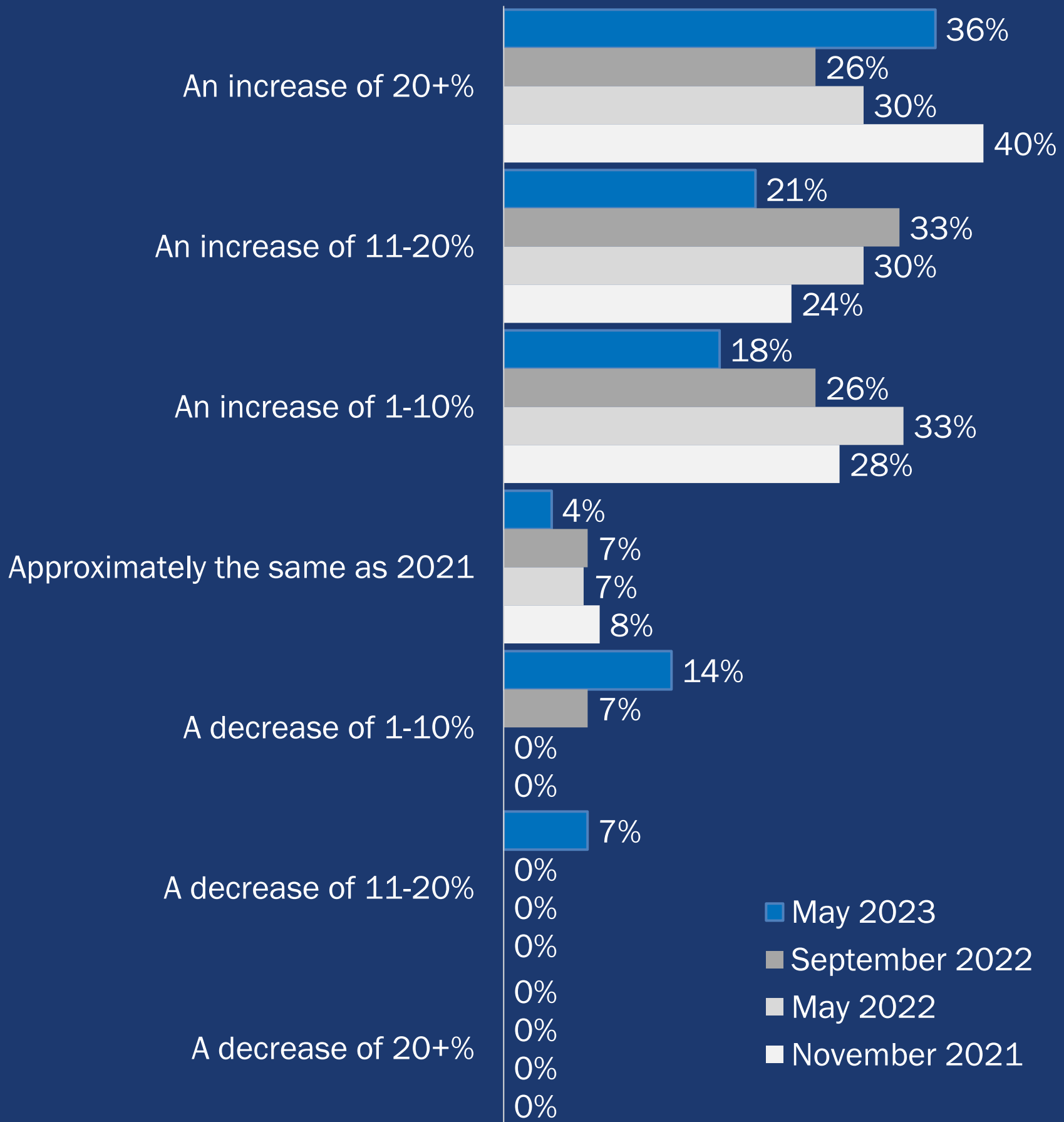


# When is your company planning for an end to the economic downturn?



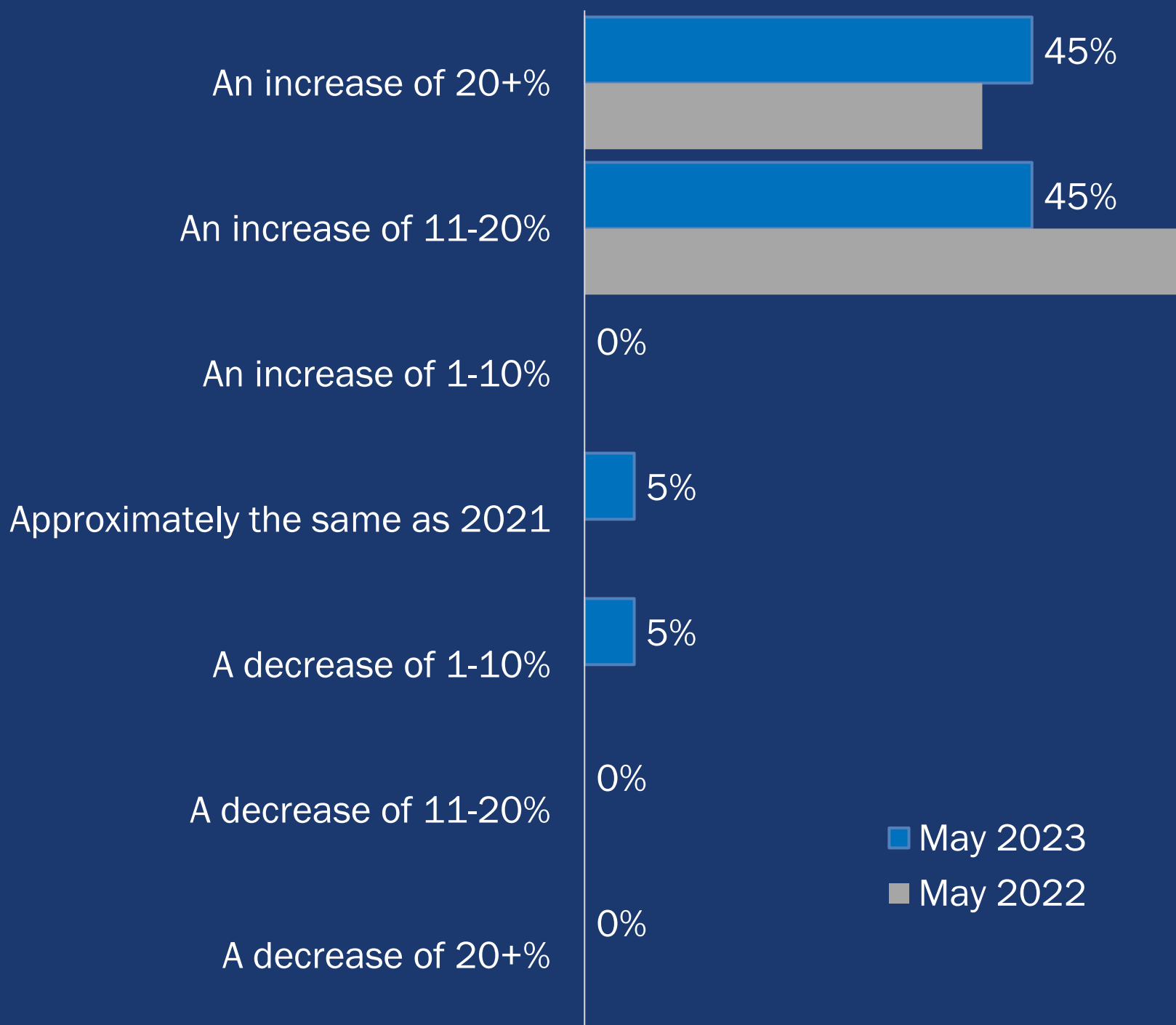


# How does your forecast for Channel sales in the previous year compare to this year?



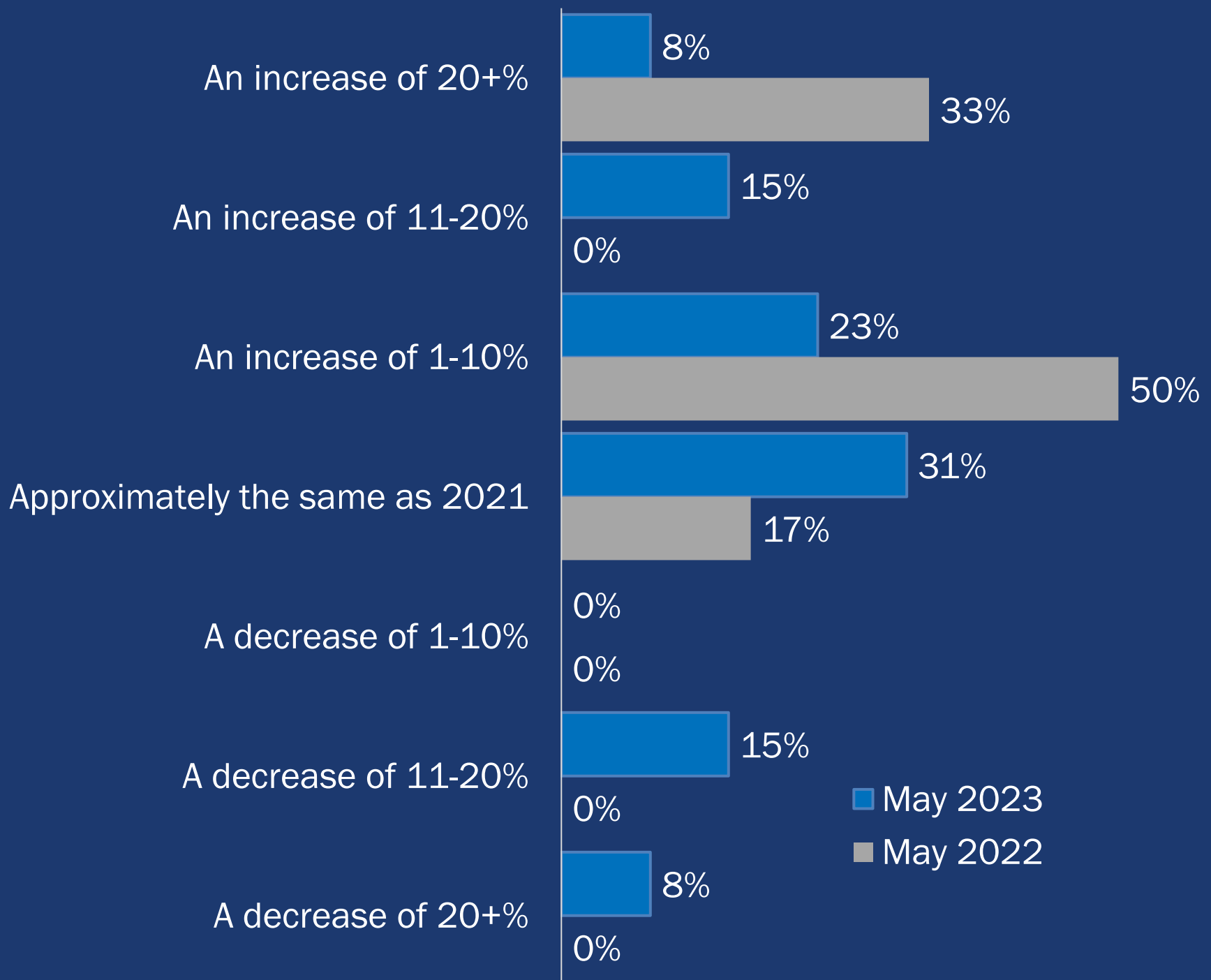


# Software only: How does your forecast for Channel sales in 2022 compare to 2021?



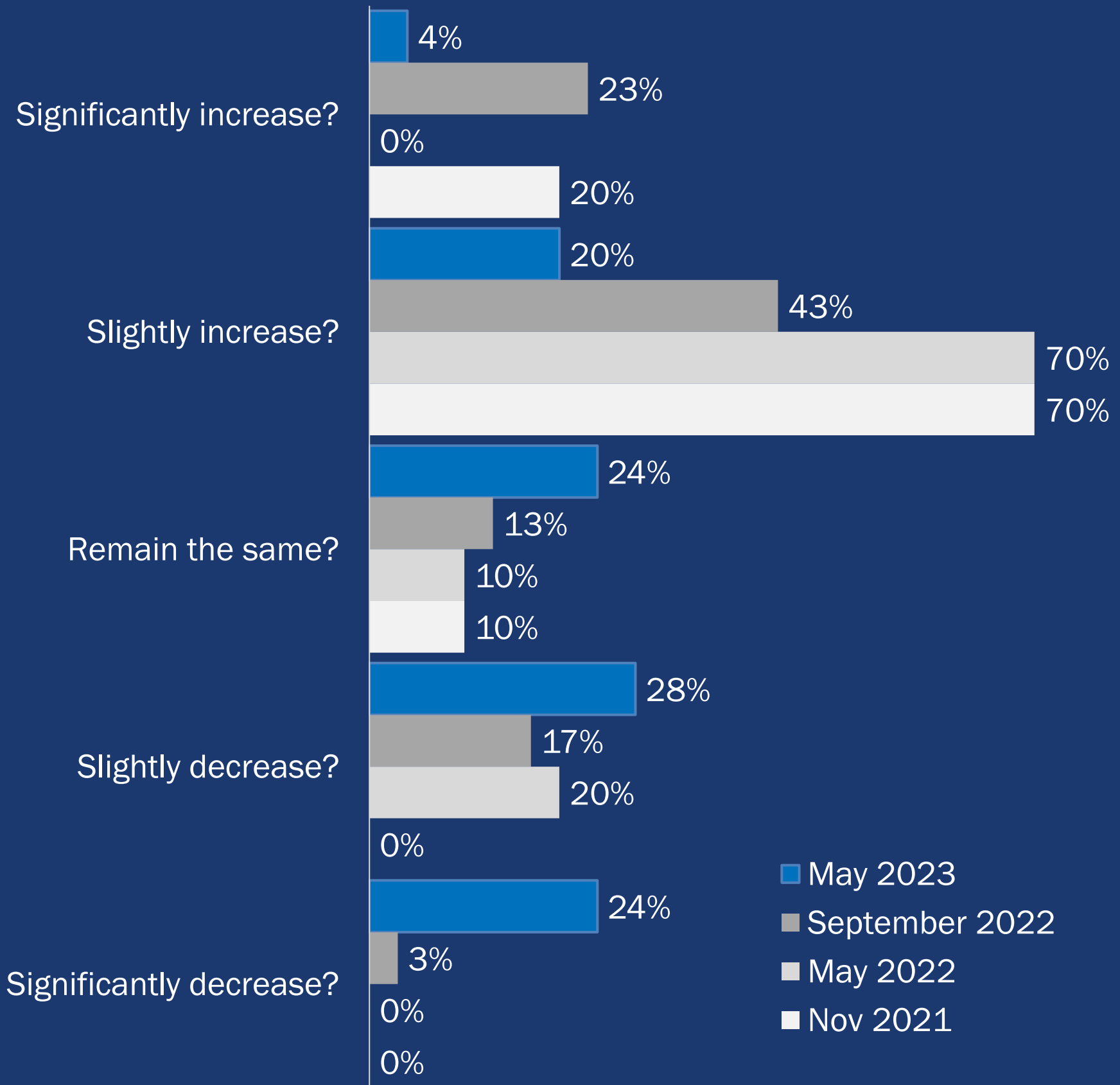


# Hardware only: How does your forecast for Channel sales in 2022 compare to 2021?



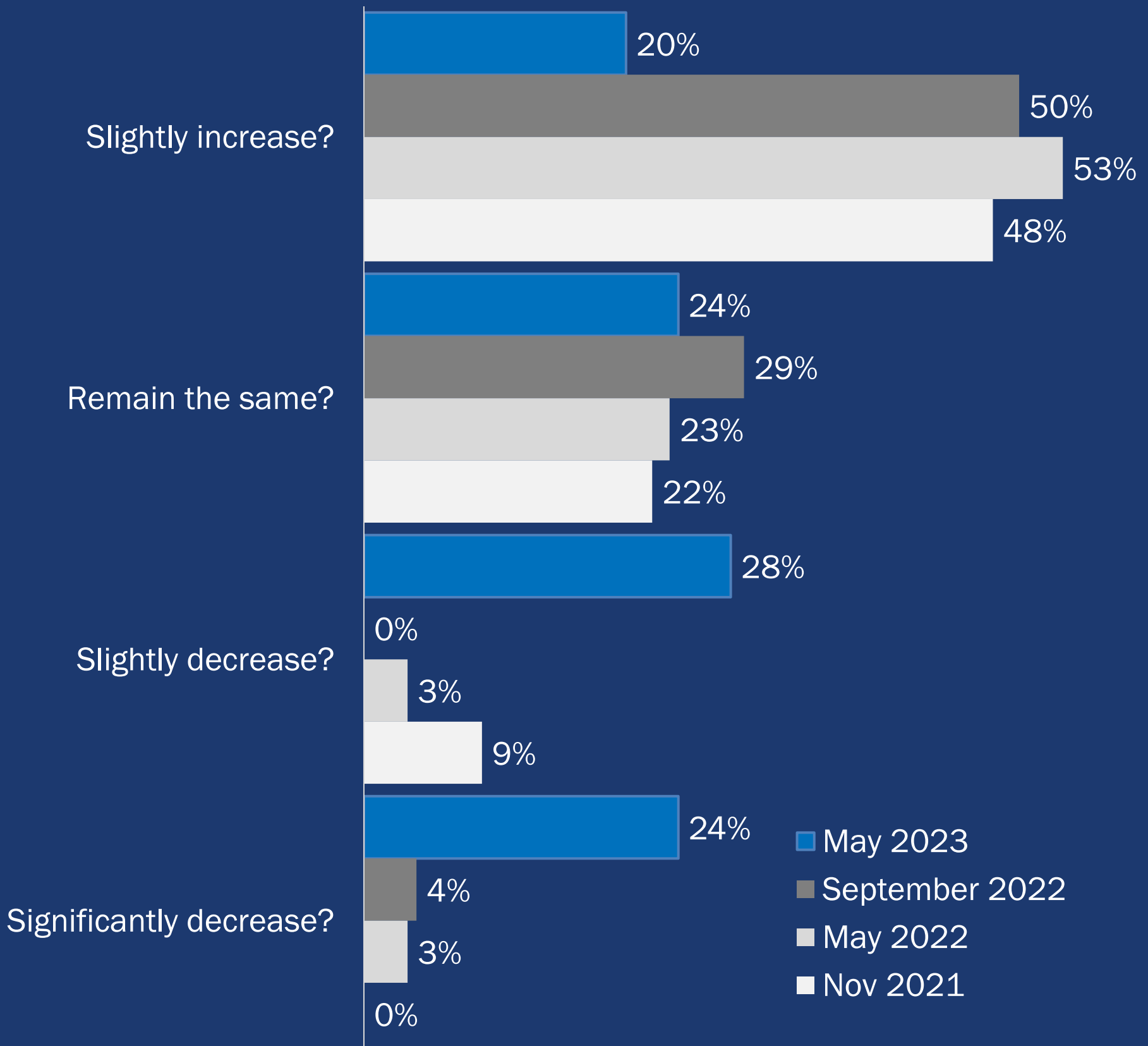


# In last year vs. this year, is your Channel budget (including T&E) likely to:



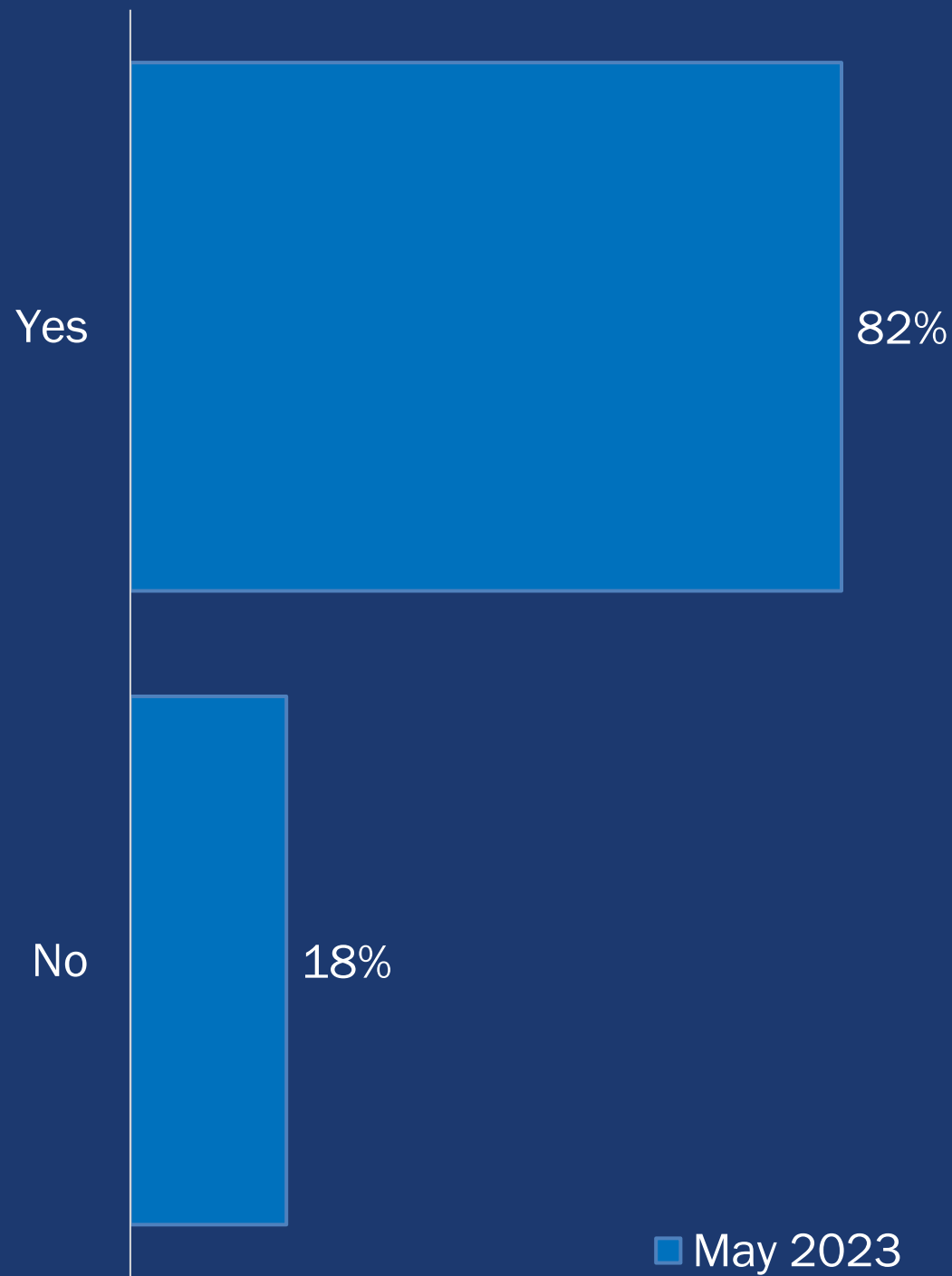


# In this year vs. the previous year, is the headcount of your channel team likely to:





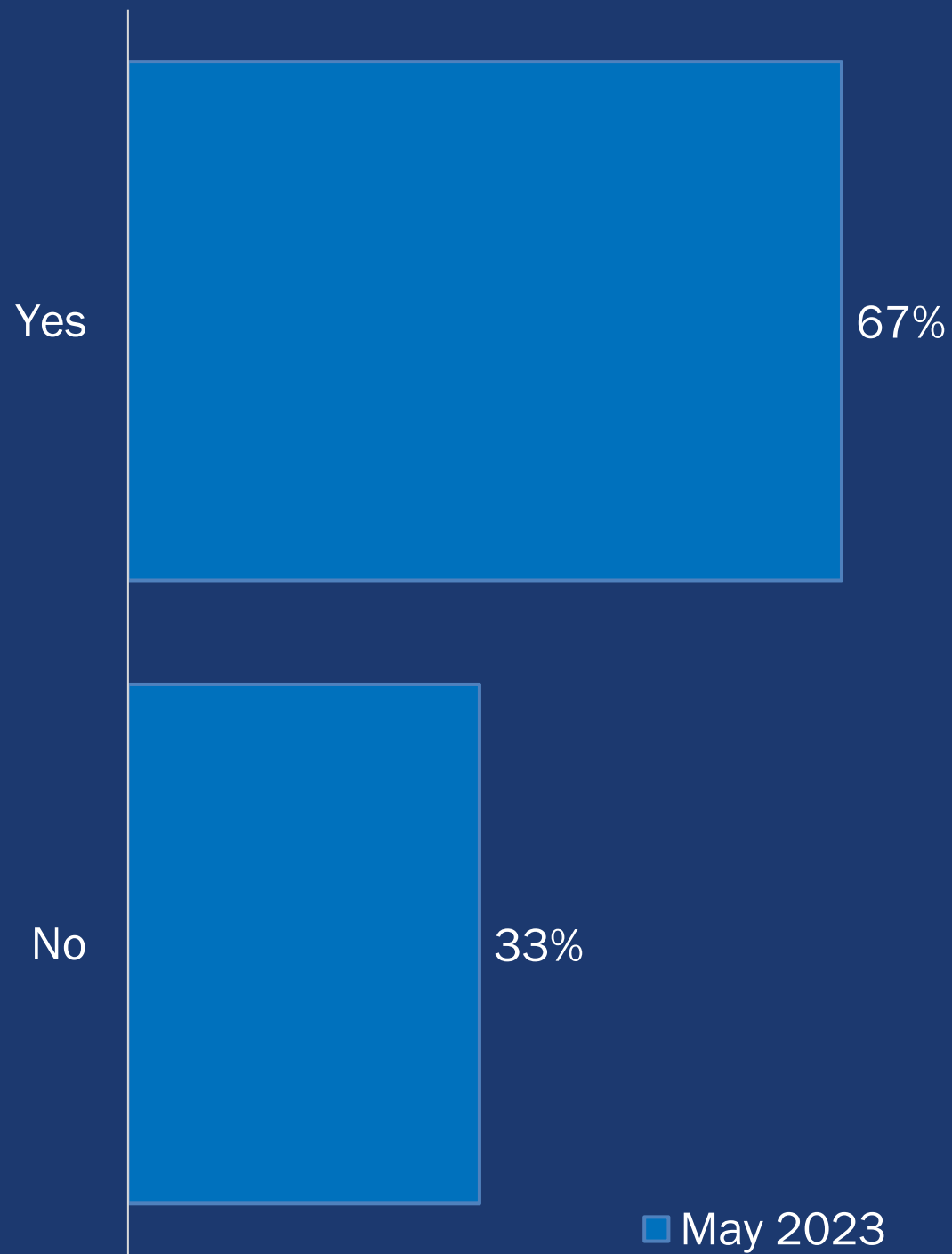
# Do you own a revenue number?







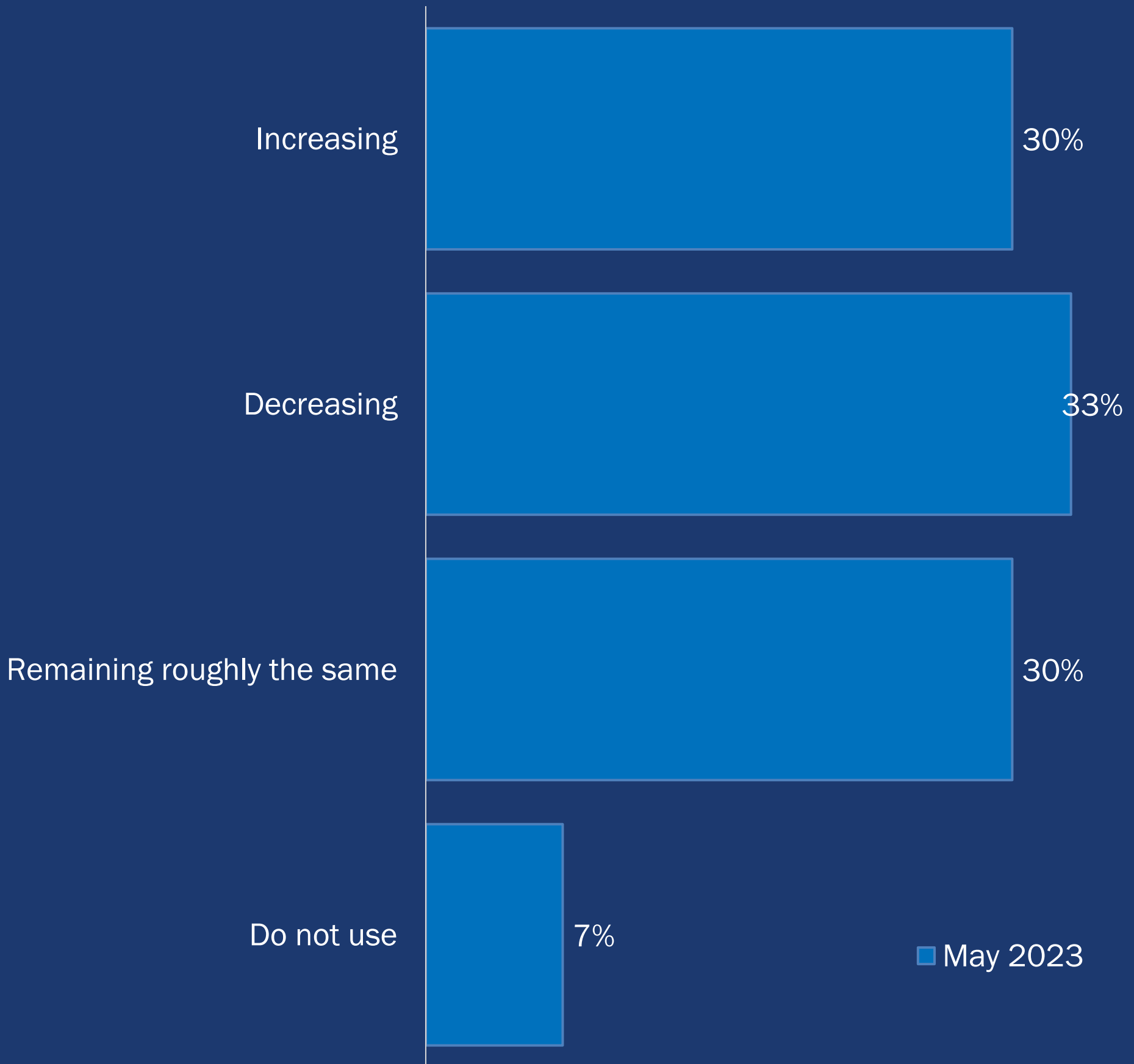
# Do you own a discrete revenue number?





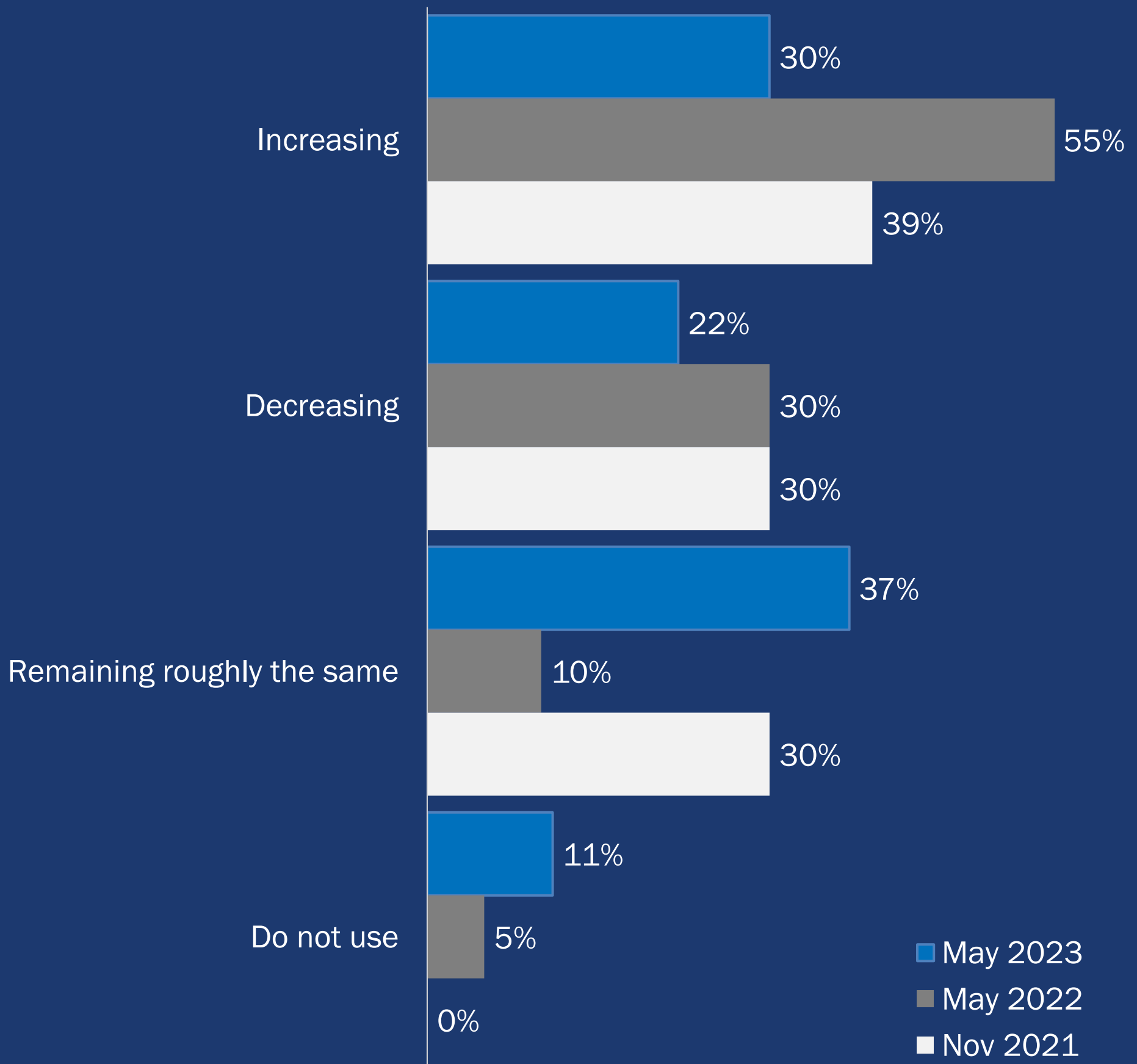
# This year, do you see through the following channels:

## Direct-to-Customer



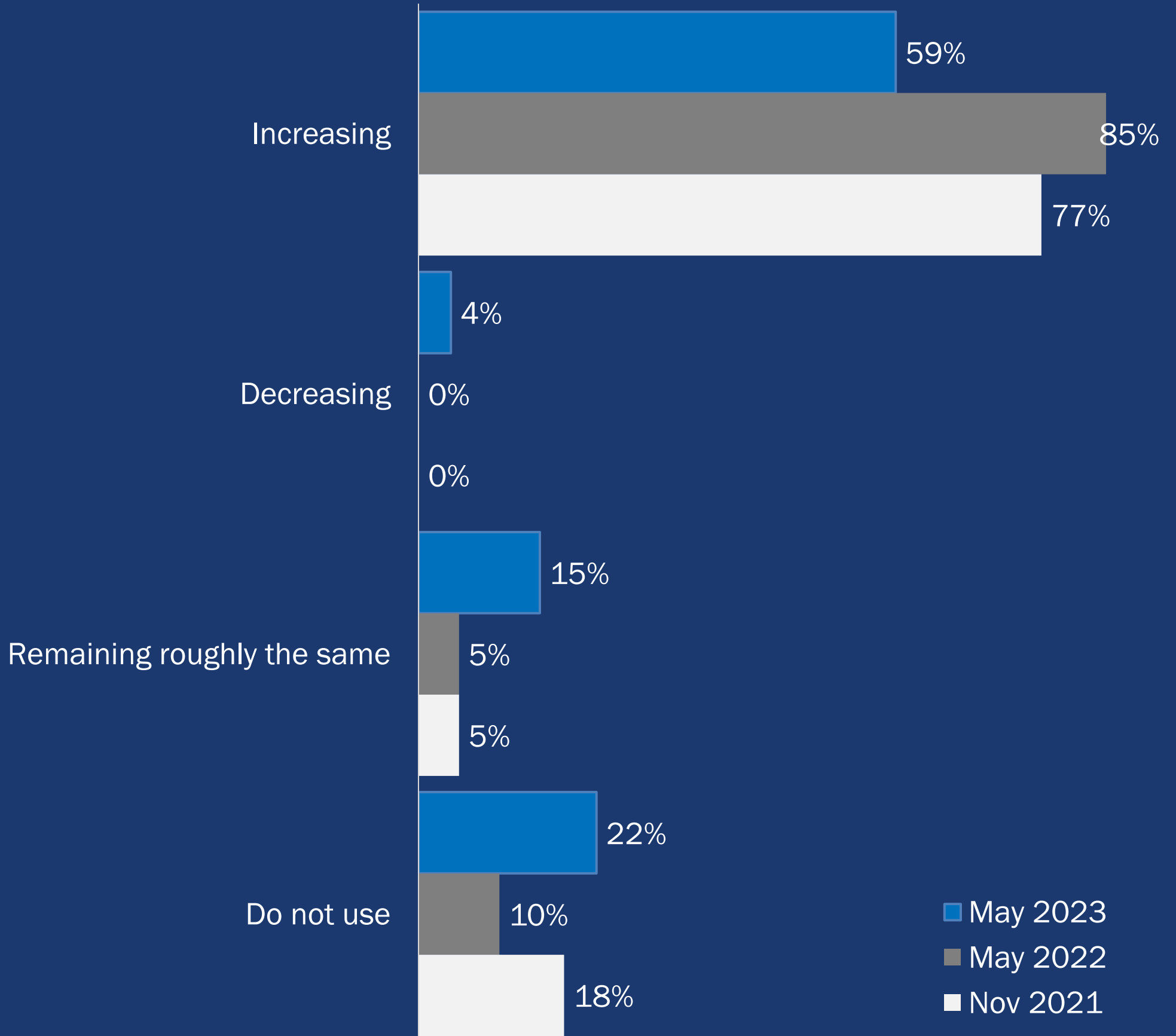


# Traditional VARs



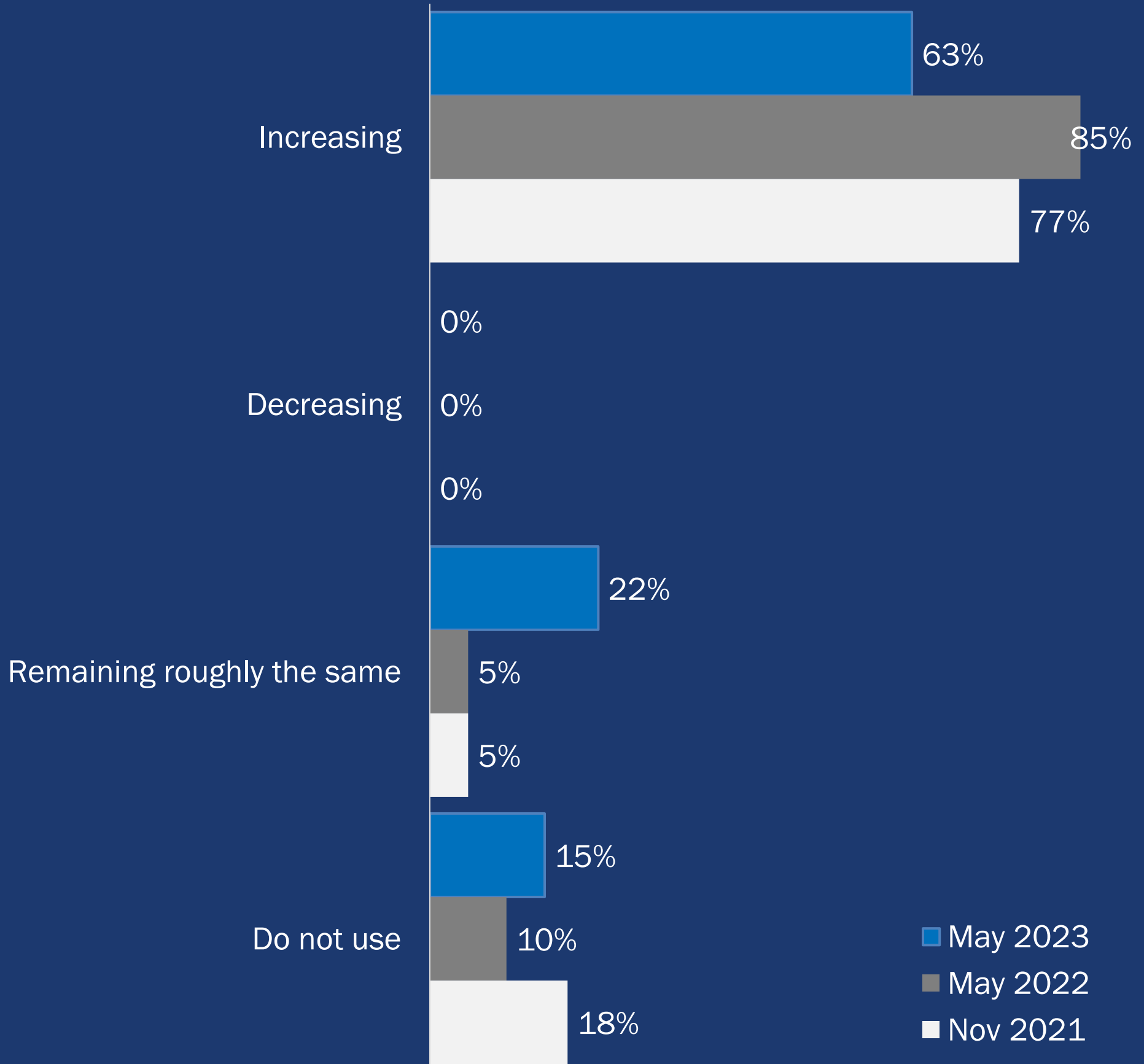


# MSPs



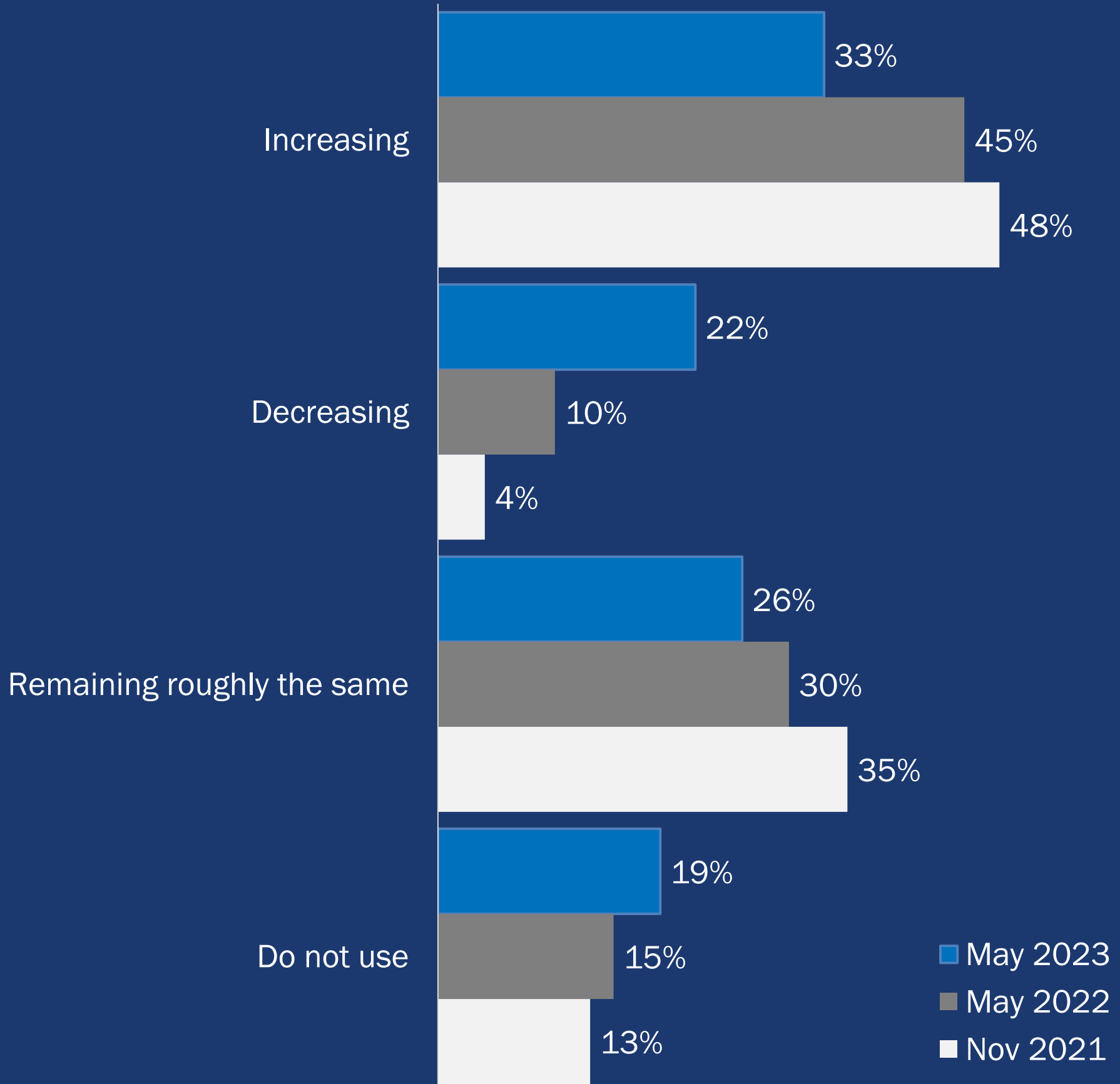


# System Integrators



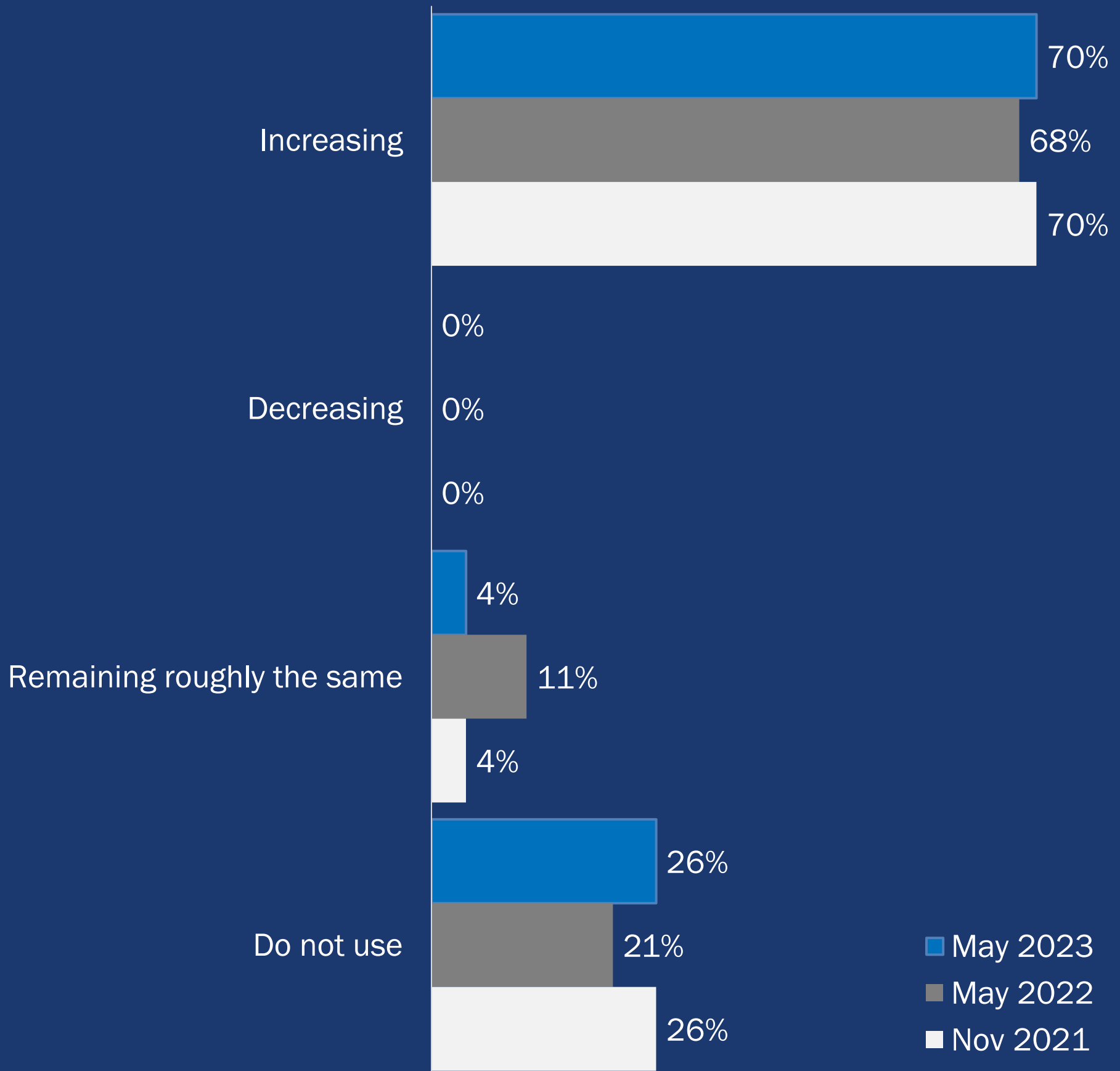


# Large Account Resellers



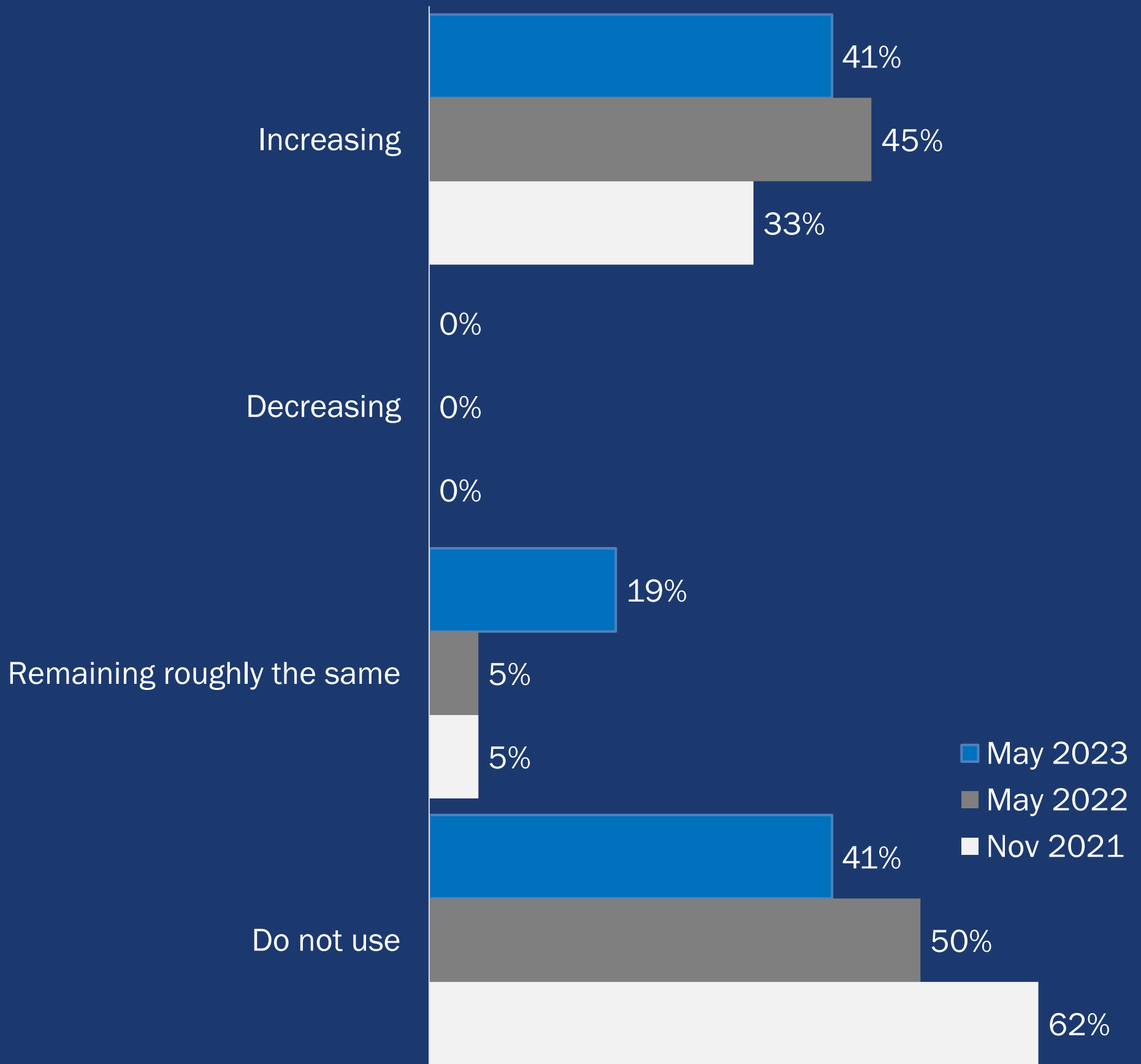


# Marketplaces (i.e. Amazon, Azure, Google)





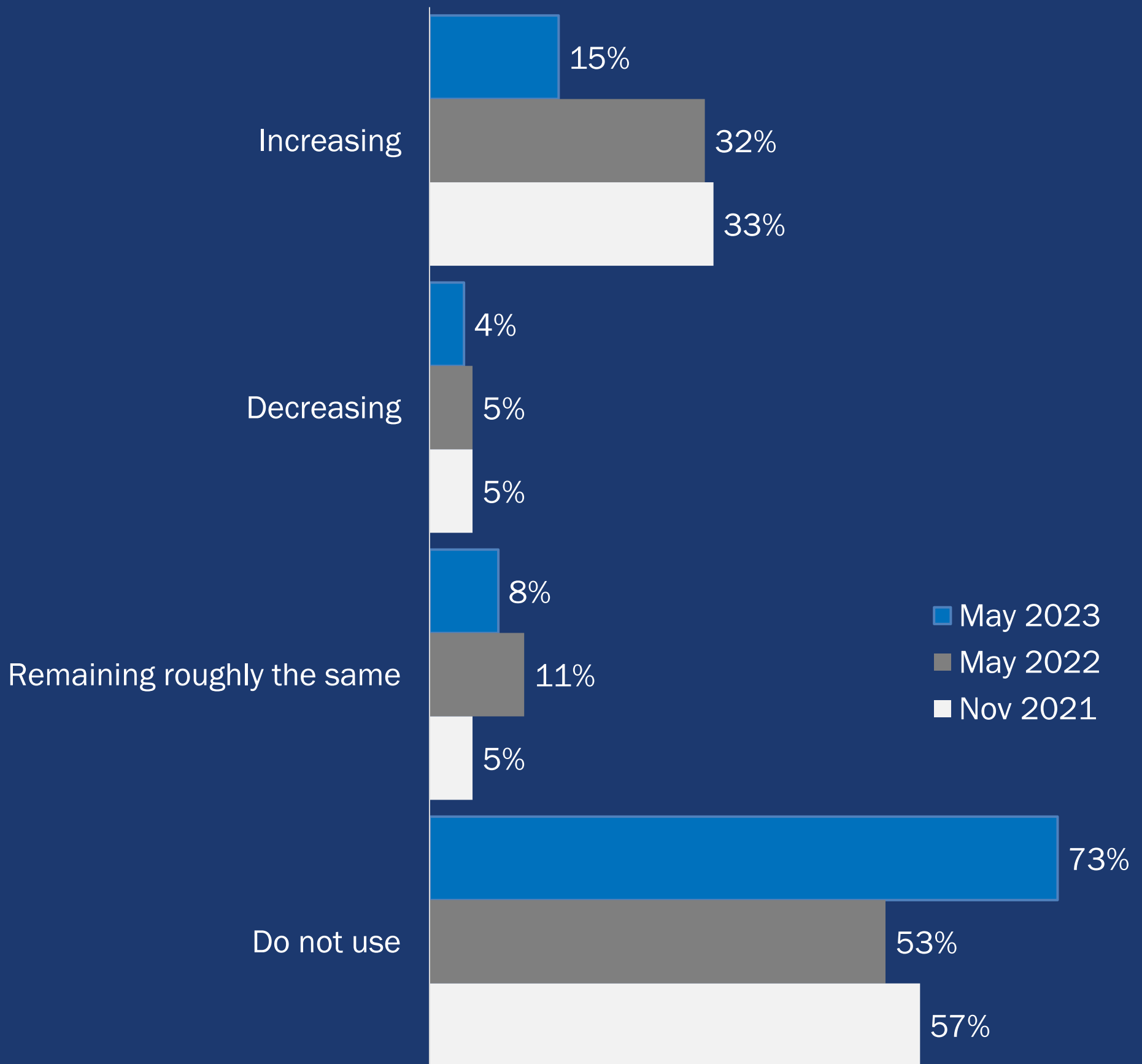
# New Breed Distributors (Pax8 etc.)





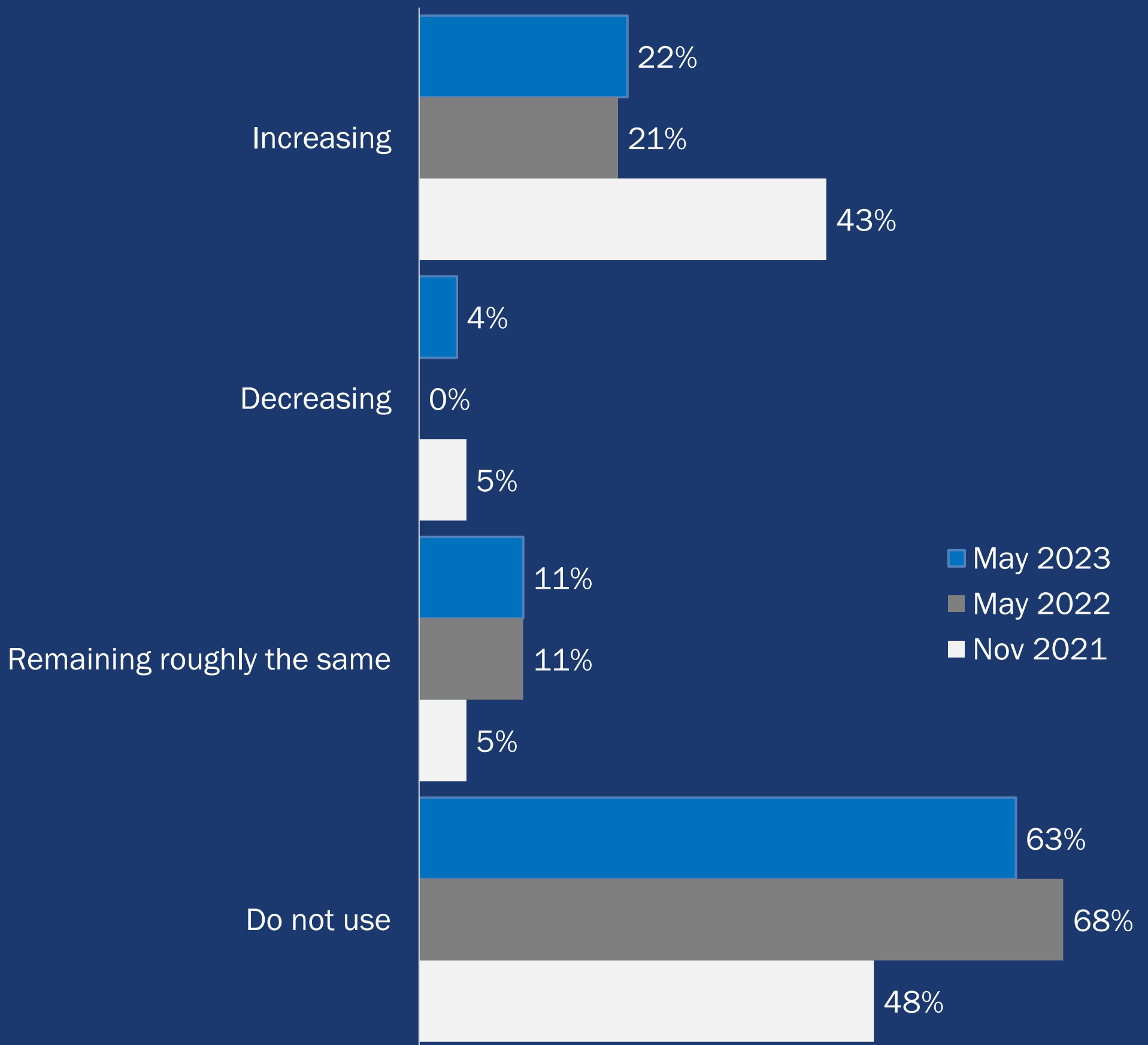


# Master Agents



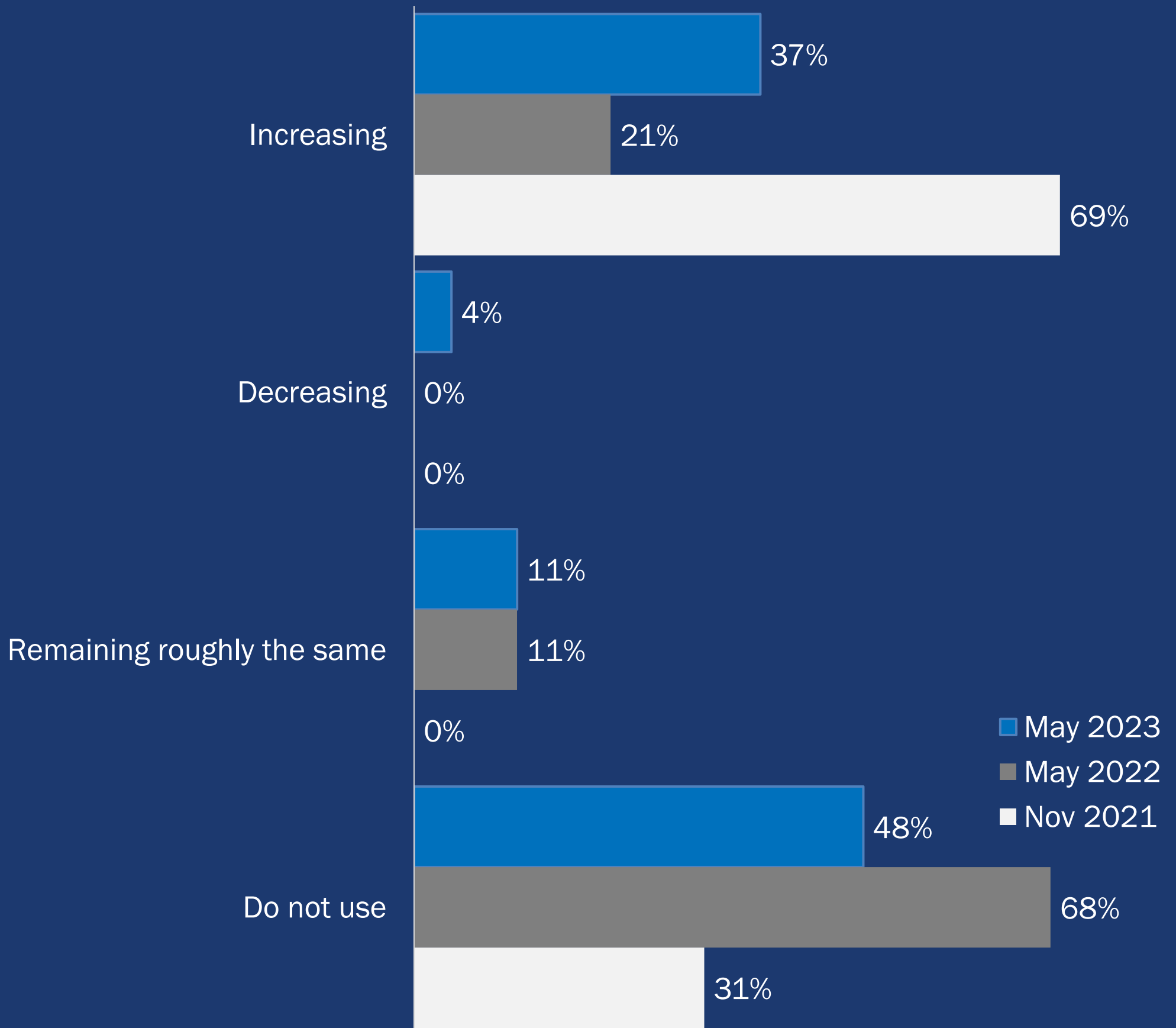


# Telecom Agents



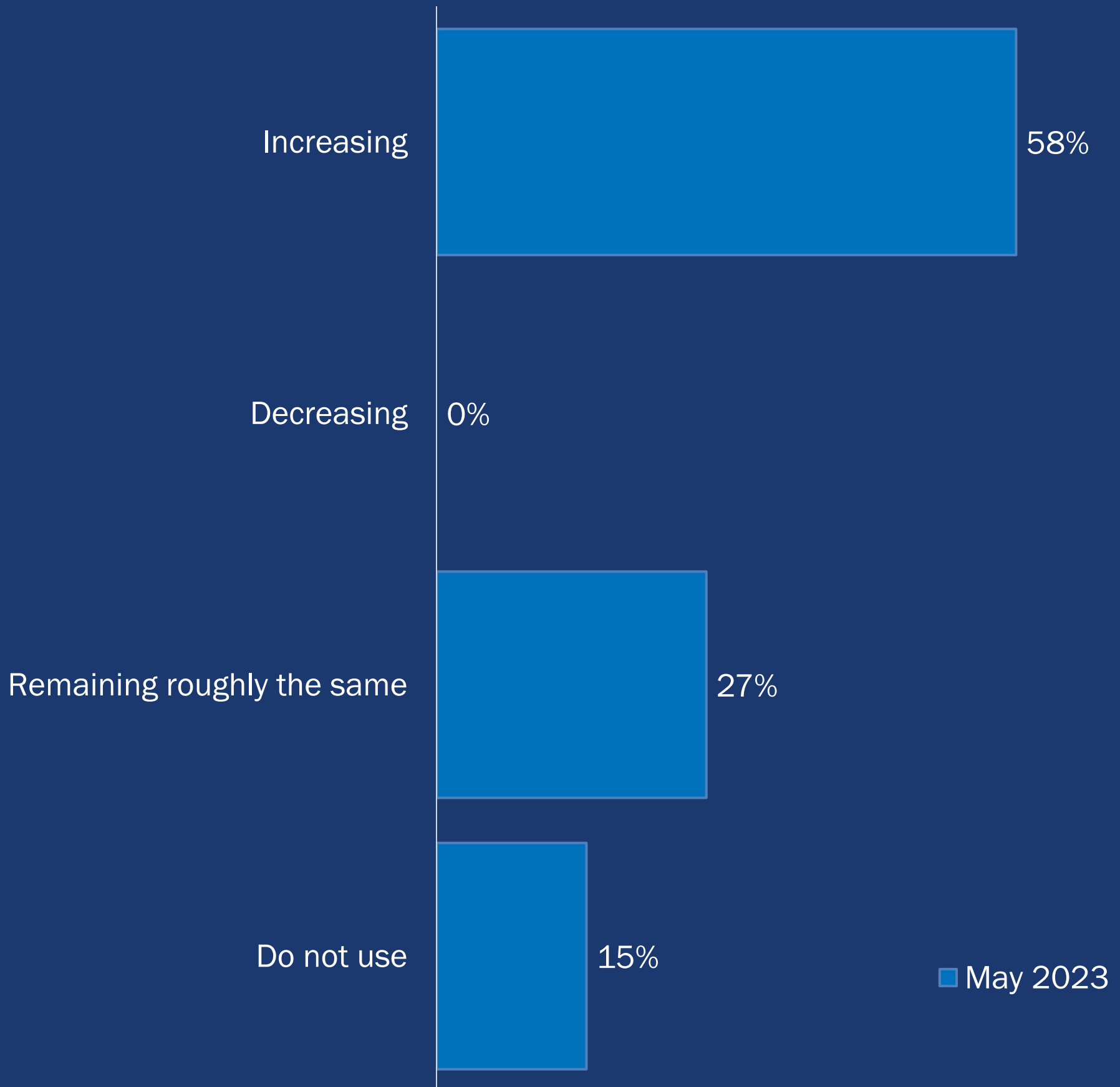


# ISVs



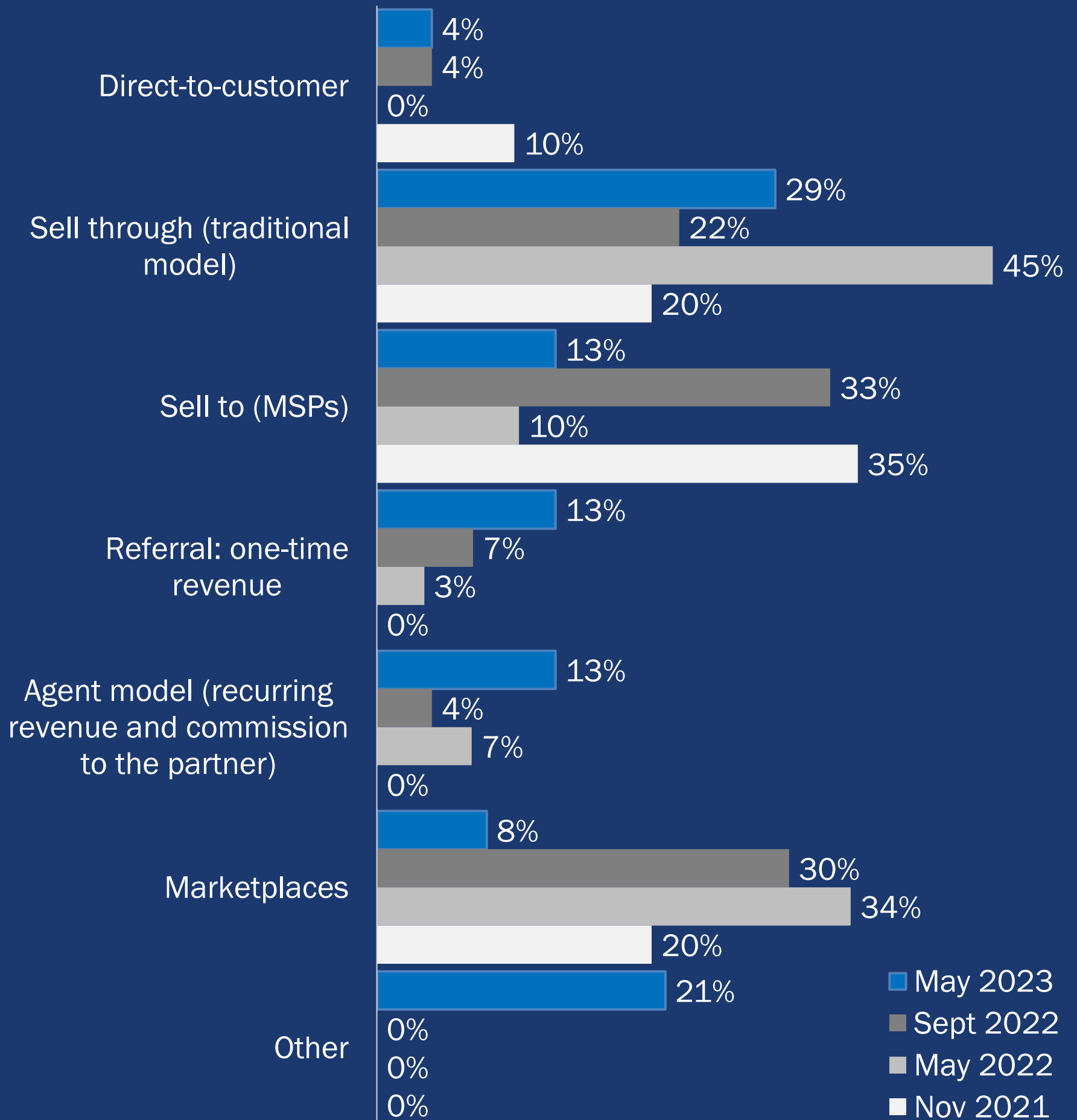


# Enterprise Partners (LARs, GSIs, etc.)



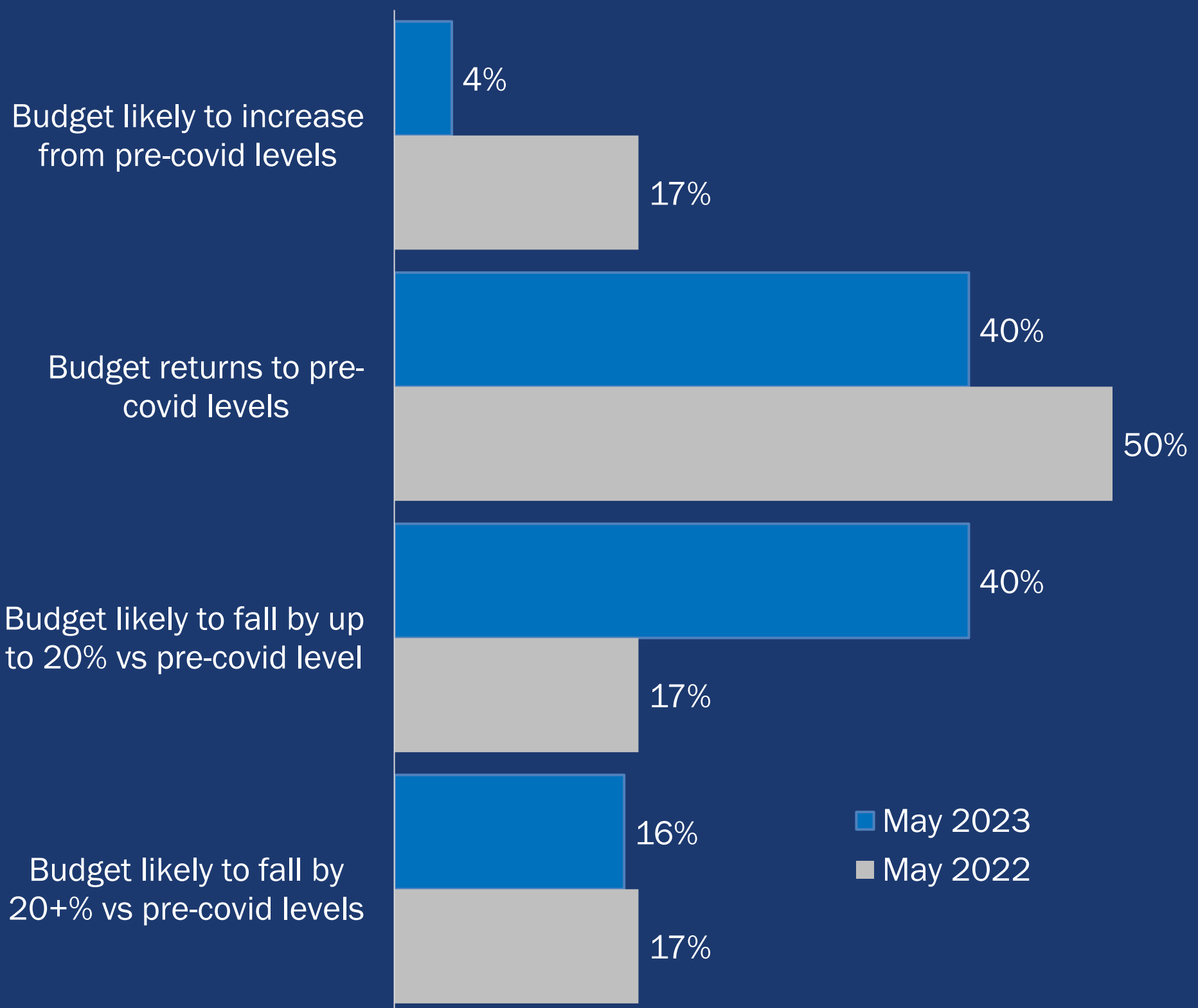


# What's your fastest growing business model?



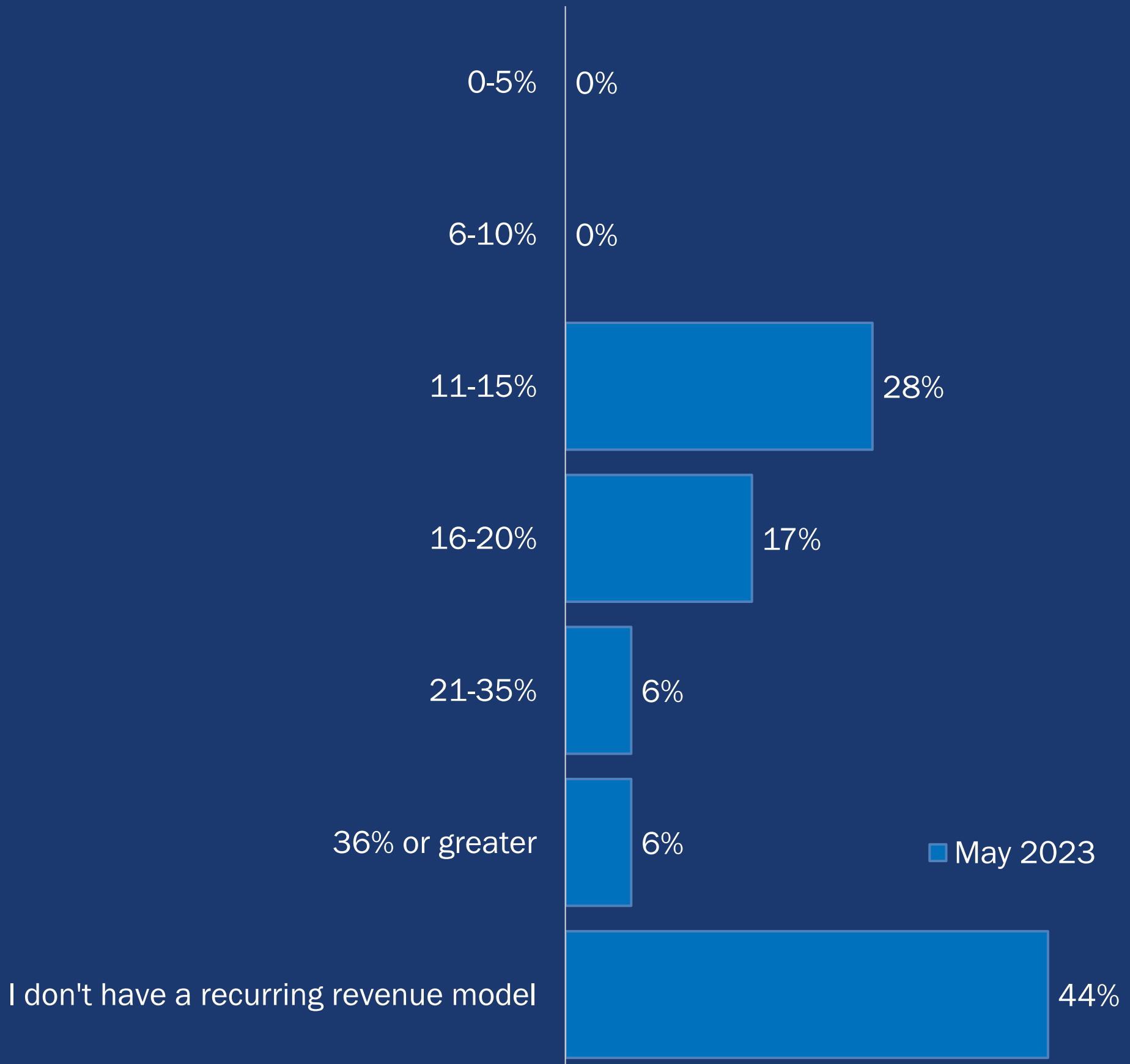


# Which best describes your company's policy on business travel and expenses this year?



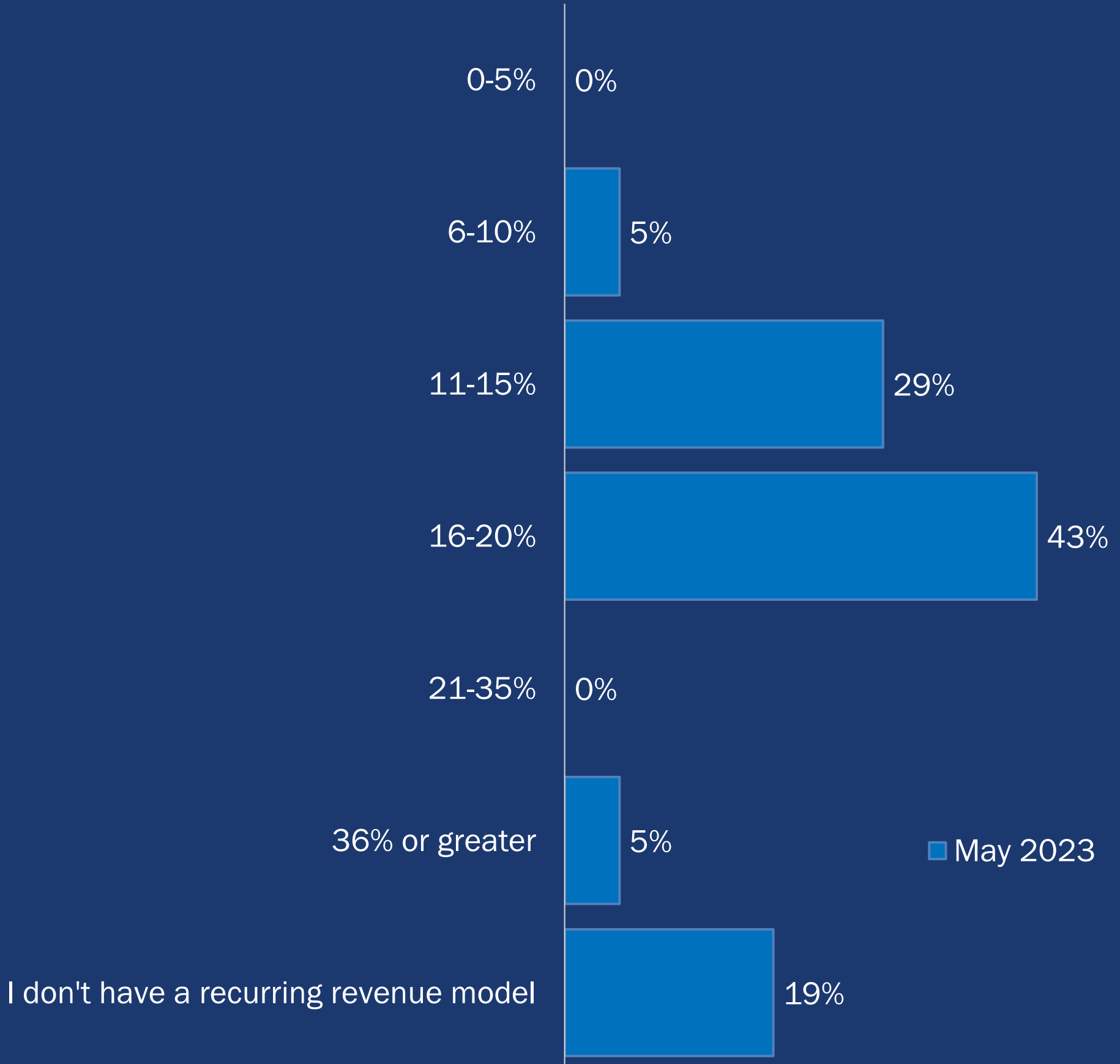


# In a recurring revenue model, where vendors control the price, what percentage commission do you pay your partners in the first year?





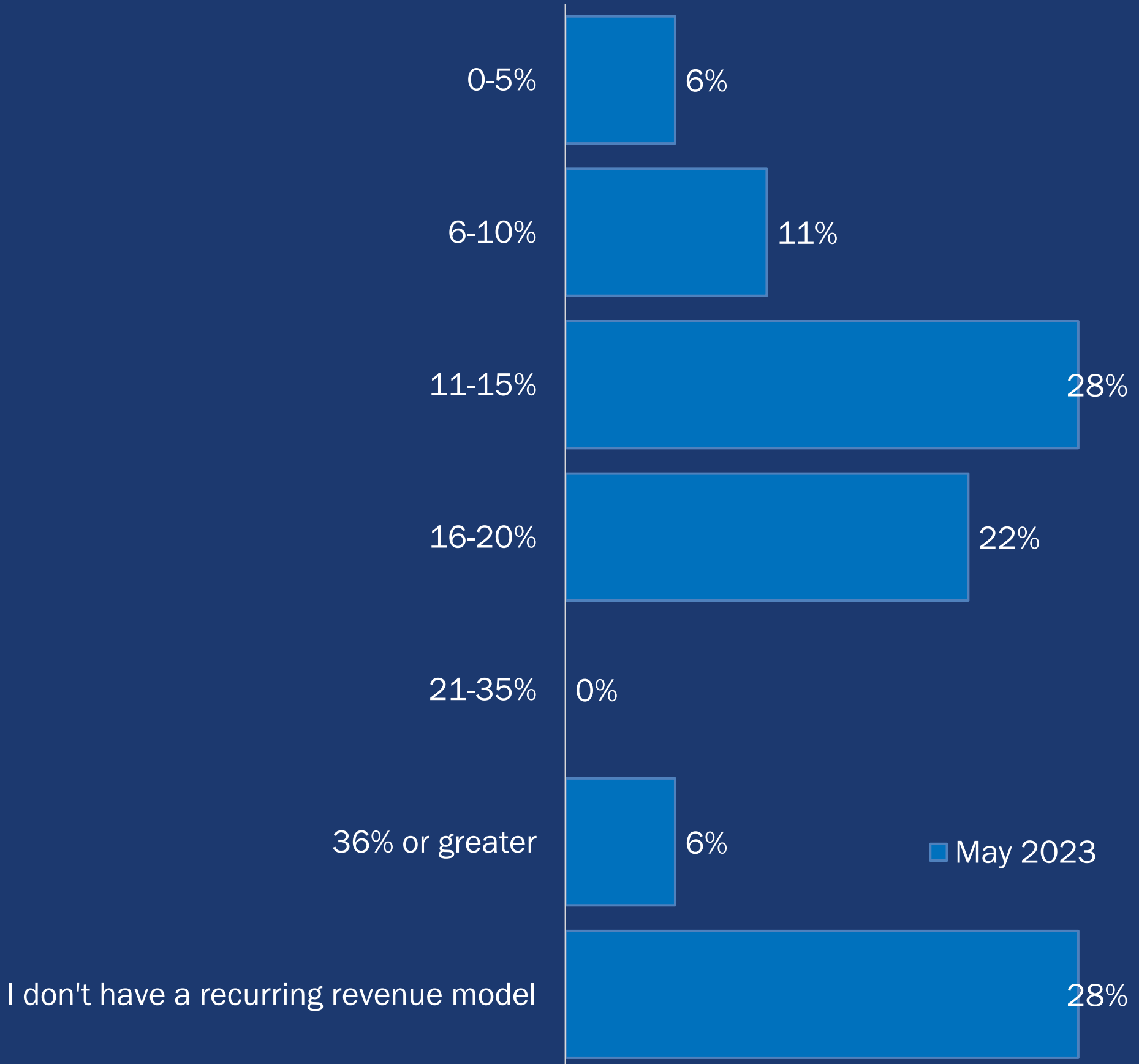
# In a recurring revenue model, where it is billed by the partner on average what percentage commission do your partners make in the first year?





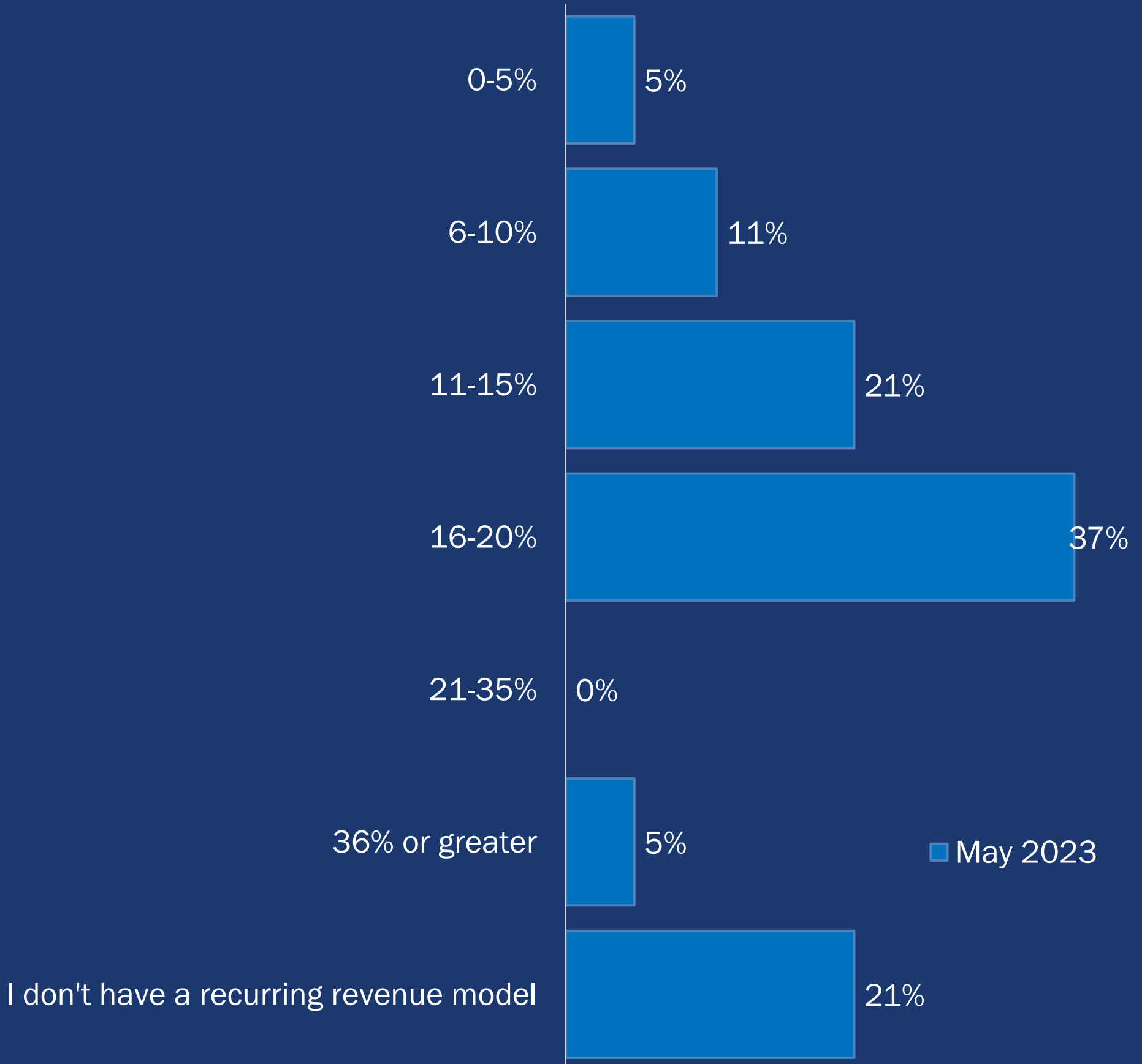


# In a recurring revenue model, where vendors control the price, what percentage commission do you pay your partners in the second year?



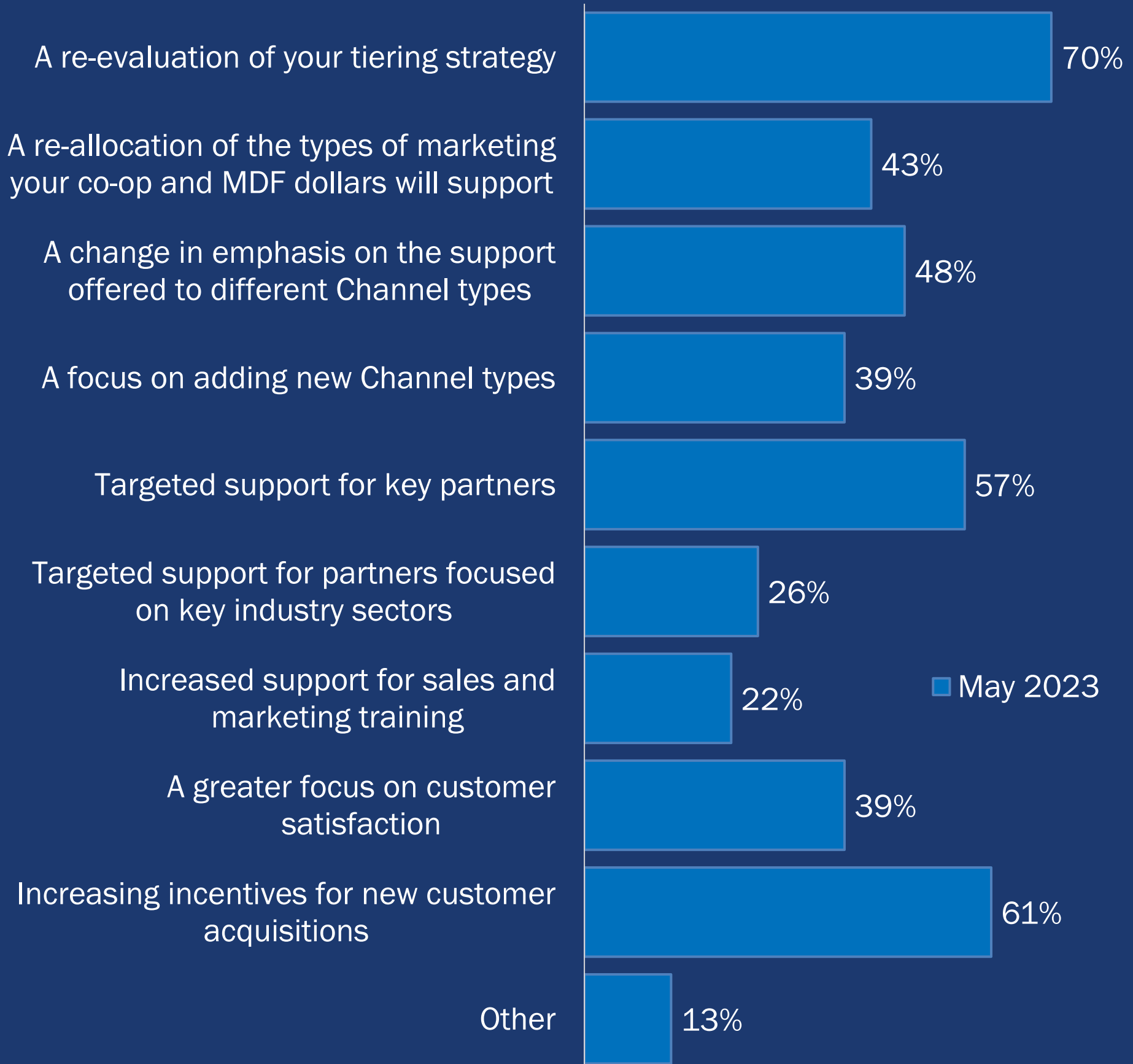


# In a recurring revenue model, where it is billed by the partner on average what percentage commission do your partners make in the second year?



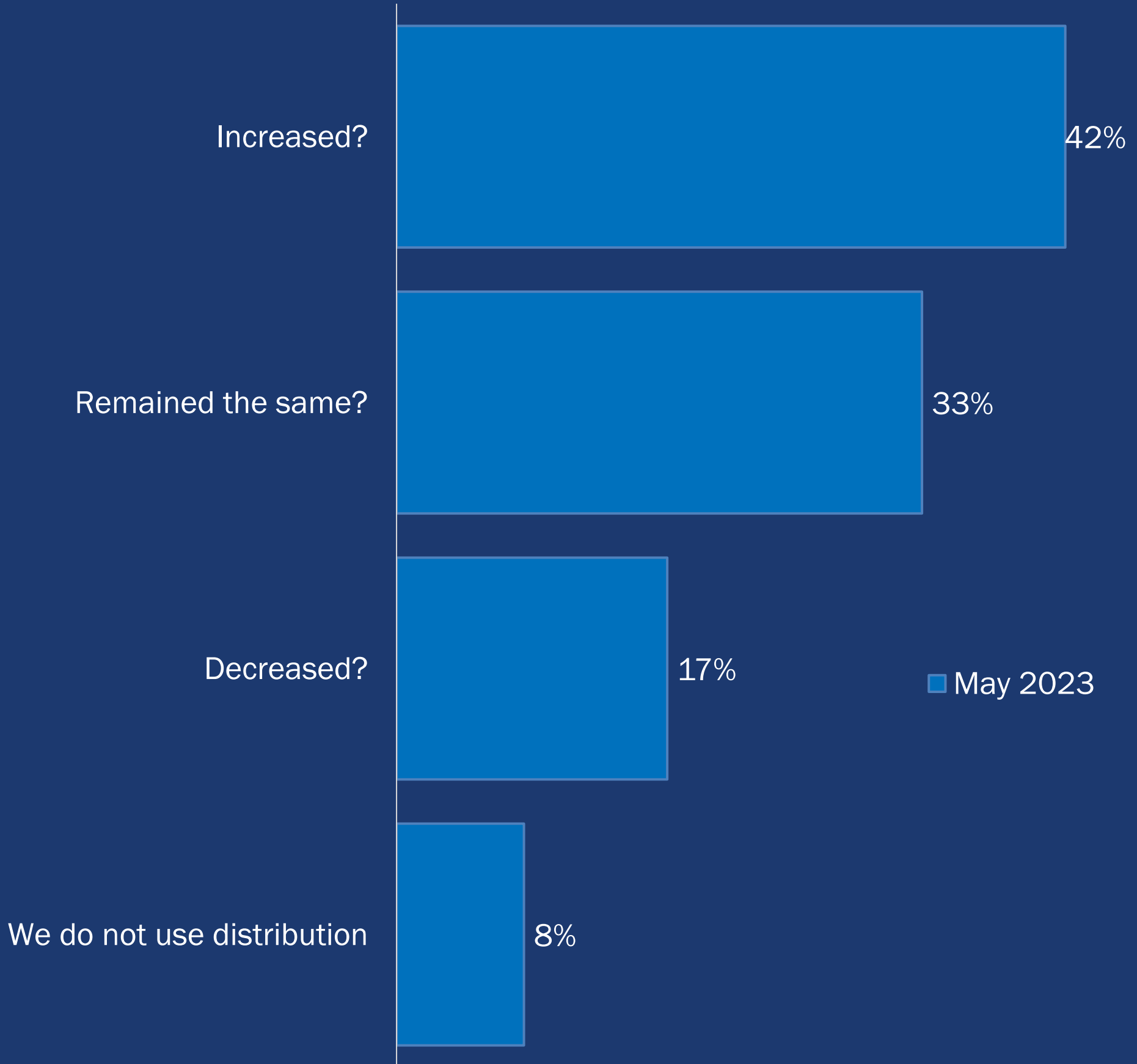


# Which elements of your Channel strategy are you changing or placing more emphasis on in 2023? (check all that apply)





# In 2023 vs 2022, has the emphasis you are placing on distribution:





# Which two sales models will increase in importance and value the most over the next five years?

