

2011 Reseller Recommendations from Canalys

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Canalys bases their reseller recommendations for 2011 on strong market rebound, increasing impact of globalisation and shift back to private sector leadership.



Recommendations include setting of optimistic budgets, definition of one's role in next-gen data centres and increase in staff training. Run-rate infrastructure sales are expected to disappoint, but device growth is to be strong, says Canalys.

Canalys CEO Steve Brazier urges resellers to specialize into sectors promising sustainable value, like disaster recovery, data center management, security and bandwidth.

Smart phones and tablets will propel EMEA growth - at least if projections are correct. Projections predict 147 million smartphone and 19 million tablet shipments for 2012.

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