Clouds from Both Sides Now

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When an industry speaker dropped out of Channel Focus and Bob Snyder was asked to step in at the last minute. The only problem was that the topic was *"Cloud Computing and the Channel."*

As an industry we can't even agree on a definition. We either love the concept or hate it. And we haven't yet figured out how to sell it into the channel (let alone achieve sales-through).

See how Bob tackles the problem of addressing 100 Tier 1 channel managers on the topic They Love to Hate.

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