

## **SaaS: Why the Channel Does (and Doesn't) Buy It**

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**Feel free to download a copy of Bob Snyder's presentation in Brussels on SaaS and the Channel.**



OK, it starts off with three ways Belgium is like the channel (as the conference was in Brussels) but immediately after gets into how the channel feels about SaaS.

There's definitely a love-and-hate relationship between Channel and SaaS.

Go [SaaS: Why the Channel Does \(and Doesn't\) Buy It](#)