

About Us

Written by Bob Snyder
28 June 2010

In EMEA, the sweet spot in the IT market is the multitude of larger SMEs and mid-size companies that rely on IT resellers to sort out their IT systems needs.

Meet the value-added channel where they still shift boxes but software & services are the growth segments of their business.



eSP (European Solution Providers) addresses value-added resellers and distributors at a critical point in time. Most of these resellers have, for years, been adapting from selling boxes to solutions.

Hardware of many types is still important to many resellers, especially depending upon geography. Software and services have become exciting growth areas as these resellers adapted to selling solutions.

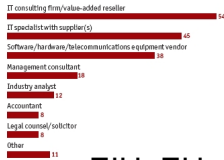
“Solutions” once meant analyzing a business process and providing a full solution from a myriad of possible suppliers. For example, a classic solution was pulling together the hardware and software to implement a desktop publishing solution for a 70-person publishing company. This type of integration is a real service to small SMBs and mid-market companies.

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To whom does your company typically turn for external assistance on IT matters? Select all that apply. (5 respondents)



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