



ChannelWatch 2025 ALL-Countries-English-Demo Report

CONTEXT CHANNELWATCH

- Largest online reseller survey conducted across the globe

- With 7,000 resellers contributing every year, ChannelWatch provides valuable information about resellers' purchasing intentions and decisions, as well as the business issues and industry trends they face.

- ChannelWatch was conducted between the 3rd of March and the 25th of May.

- Countries covered:

Baltics, Czechia, France, Germany, Italy, Poland, Portugal, Slovakia, South Africa, Spain, Turkiye



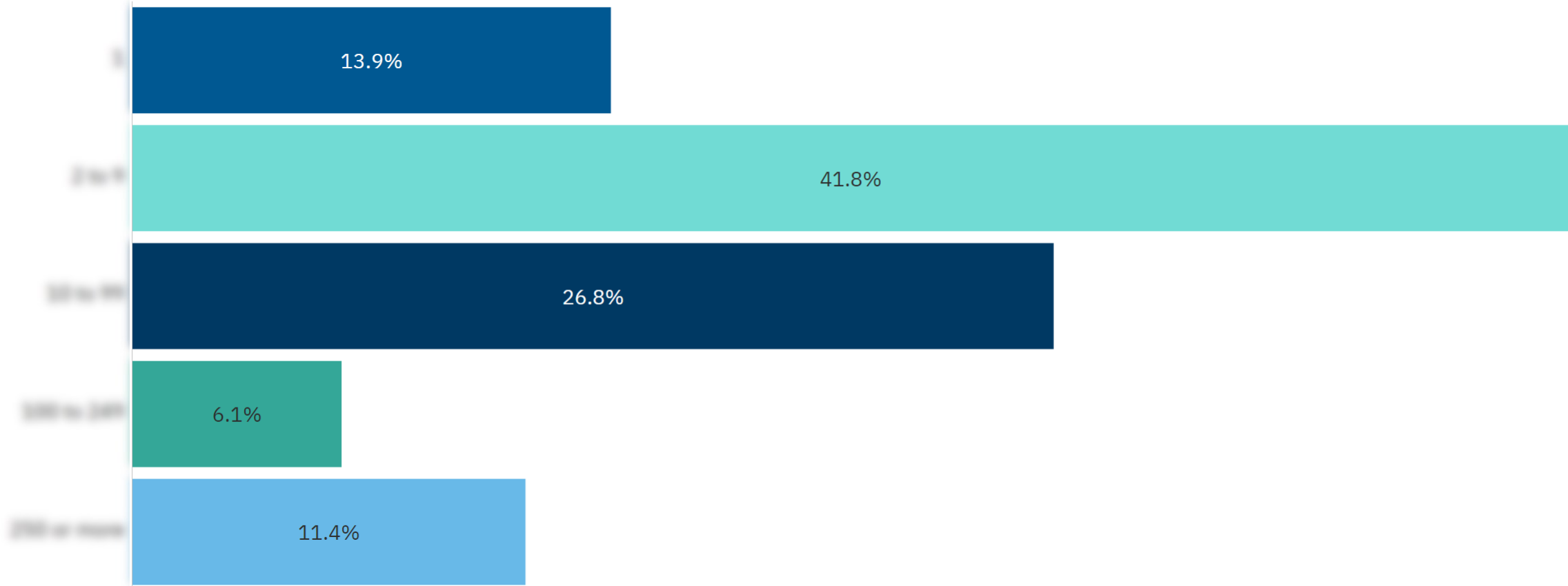
Your Company

YOUR BUSINESS FOCUS IS:



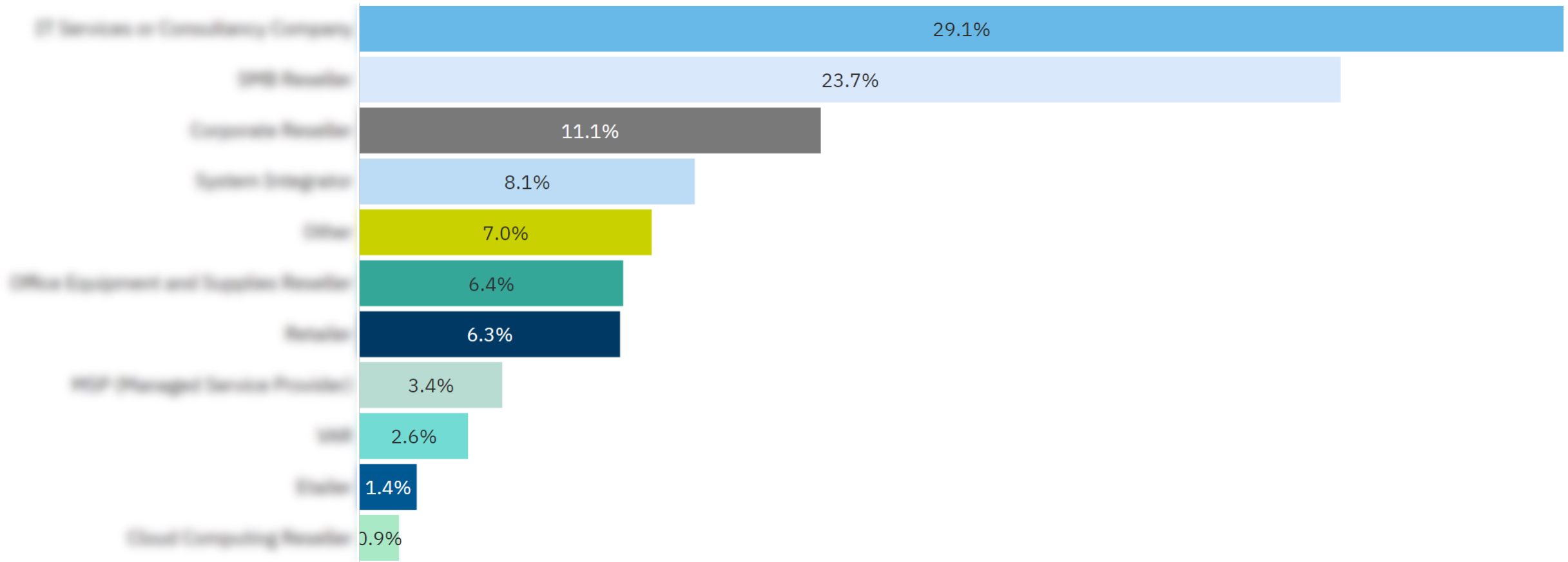
= 6,562

HOW MANY PEOPLE WORK IN YOUR COMPANY?



0 - 9,999

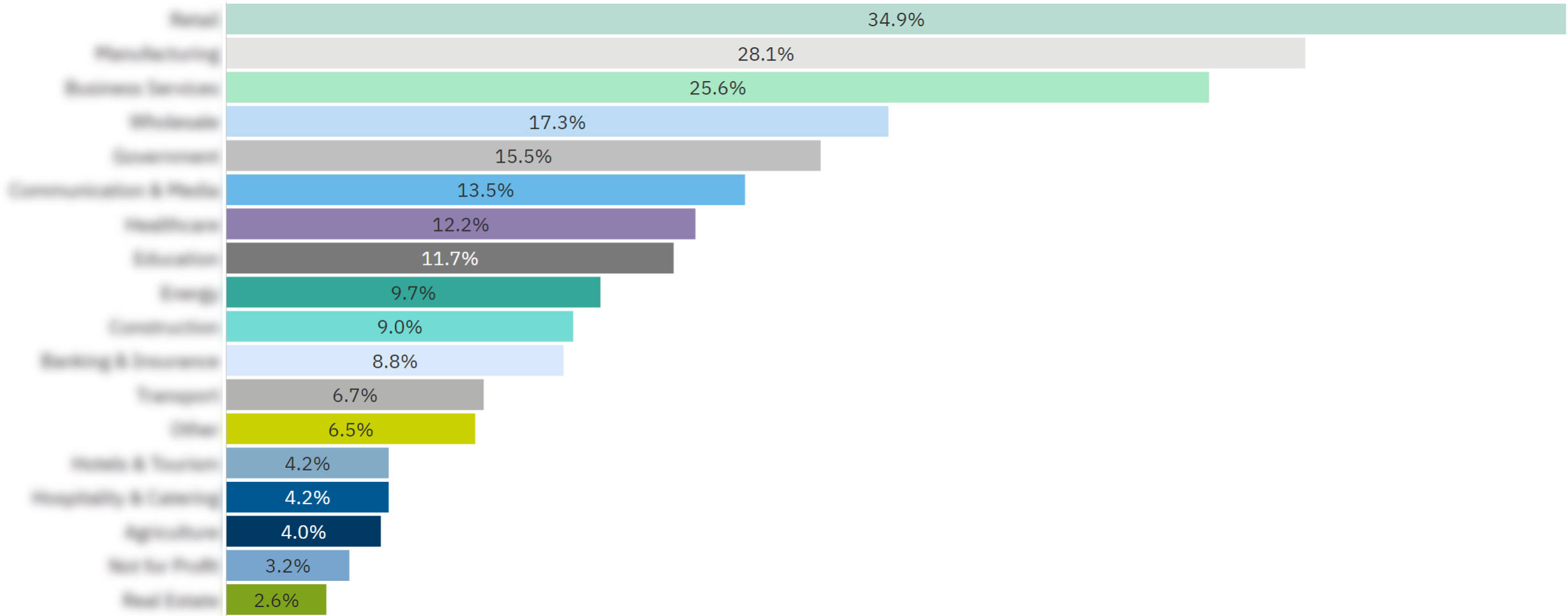
HOW WOULD YOU DESCRIBE YOUR CORE BUSINESS?



n = 6,000



IN WHICH VERTICAL MARKETS DO YOU OPERATE?

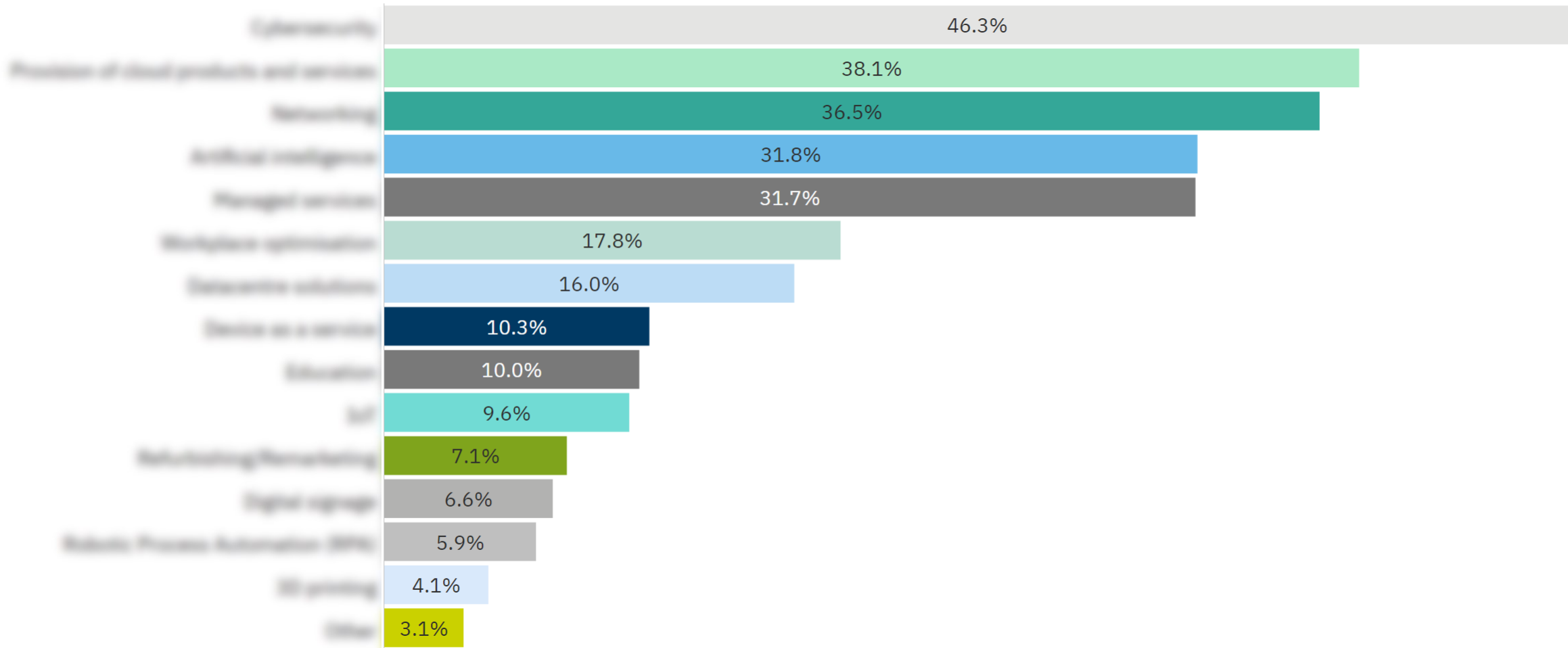


n = 5,000



Your Outlook

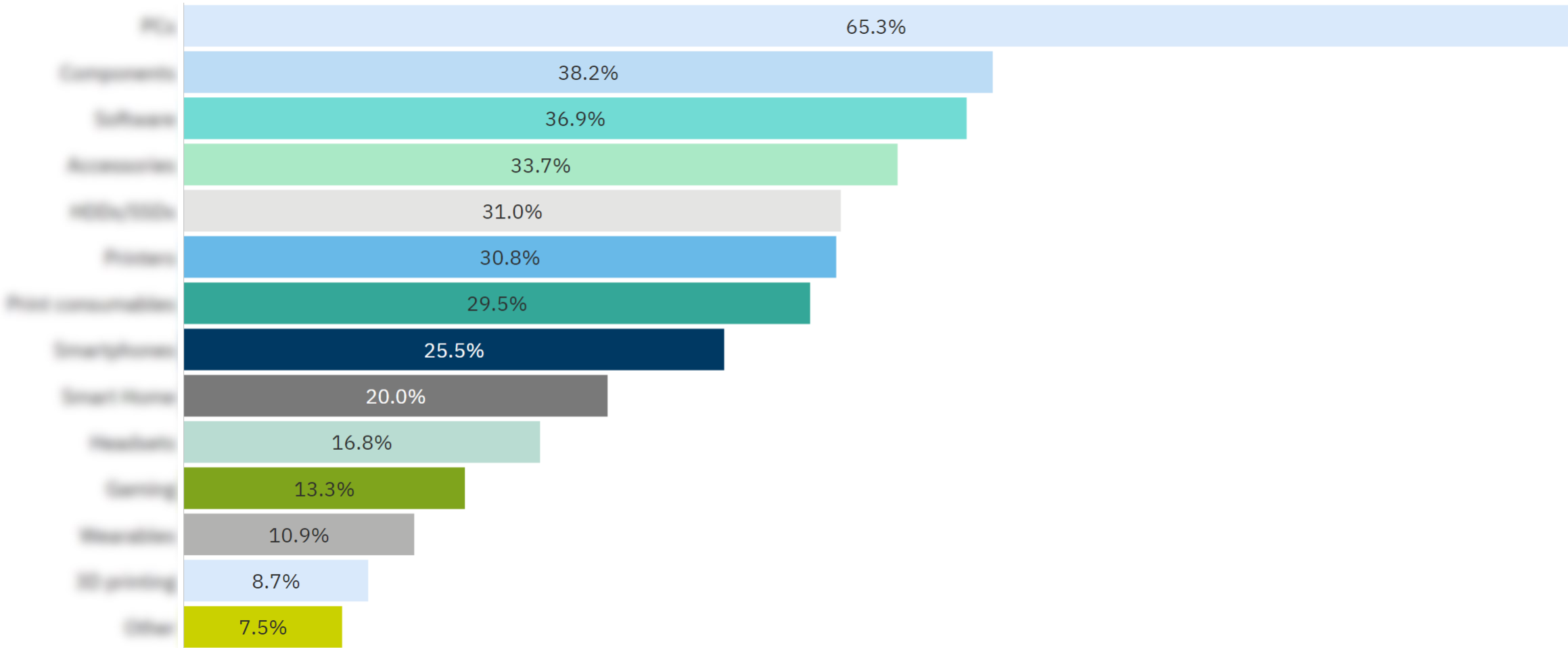
IN WHICH OF THE FOLLOWING B2B AREAS DO YOU PLAN TO INVEST IN THE NEXT TWELVE MONTHS?



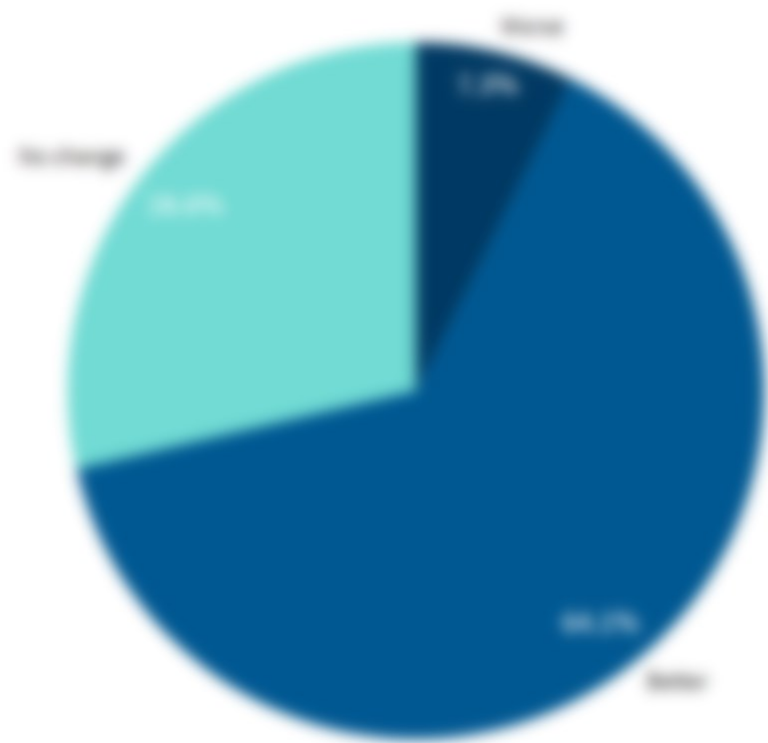
n = 5,000



IN WHICH OF THE FOLLOWING B2C AREAS DO YOU PLAN TO INVEST IN THE NEXT TWELVE MONTHS?



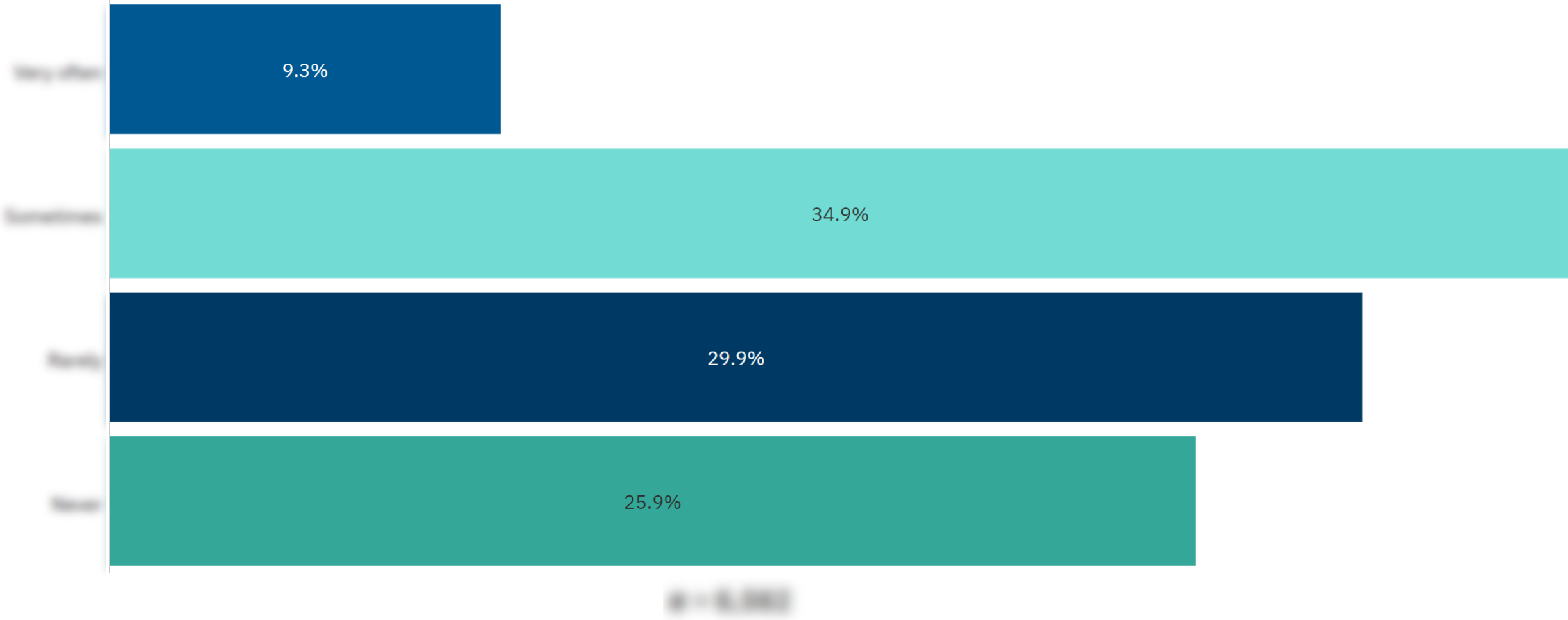
HOW DO YOU EXPECT YOUR BUSINESS TO PERFORM IN THE NEXT TWELVE MONTHS?



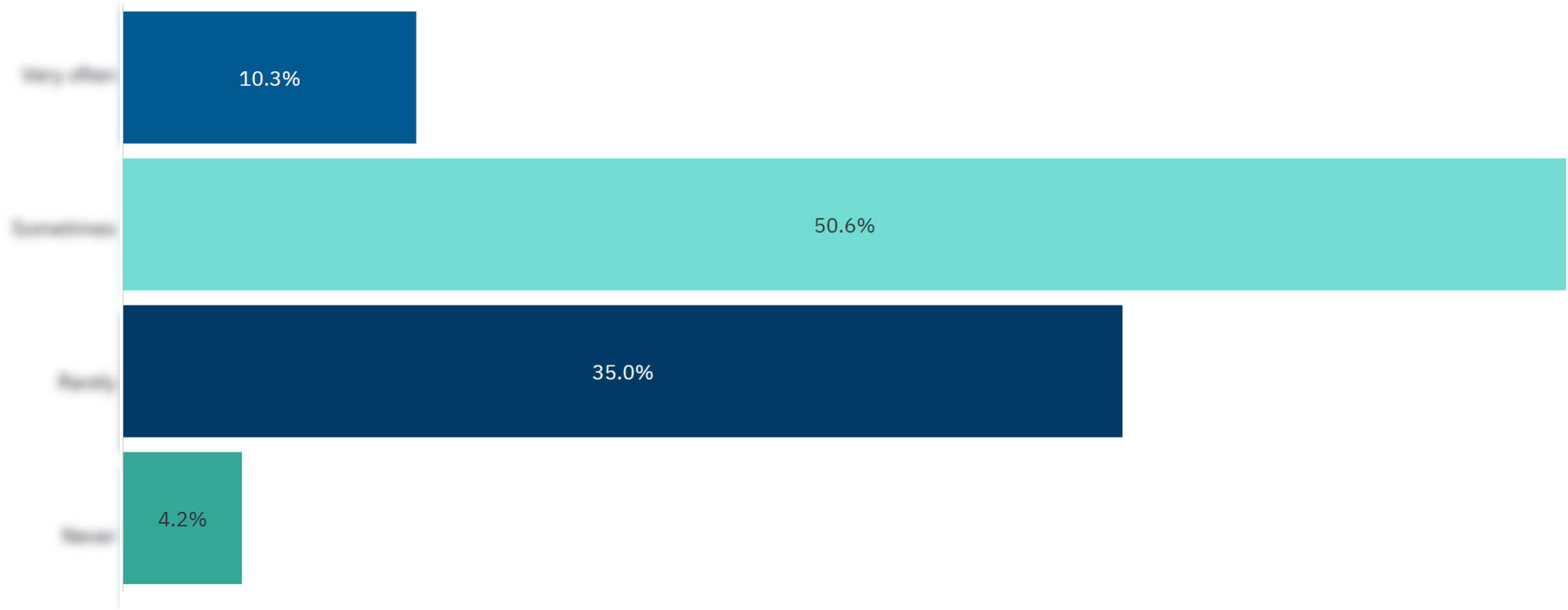
n = 5,000

Trends 2025

ARE YOU BEING ASKED BY YOUR CUSTOMERS FOR SUSTAINABLE OPTIONS?



HOW EASY IS IT TO GET SUSTAINABILITY INFORMATION (E.G. CARBON FOOTPRINT, WATER CONSUMPTION) FROM YOUR DISTRIBUTORS?

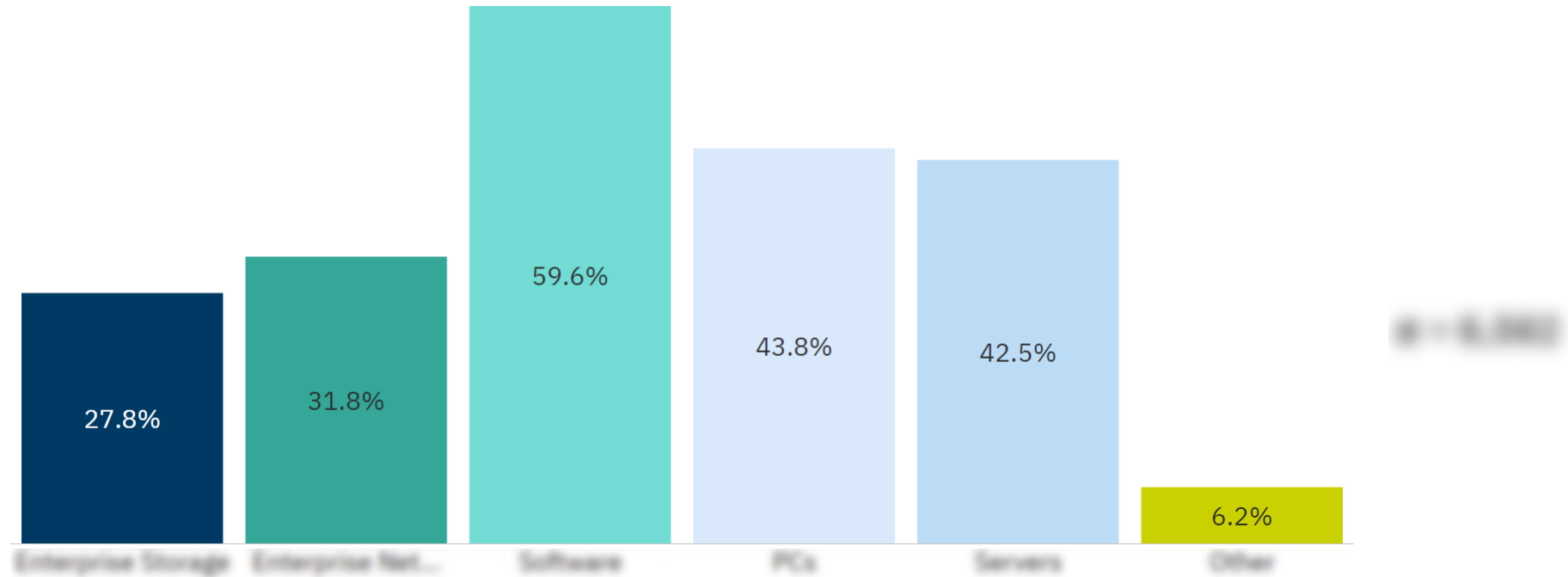


n = 5,000

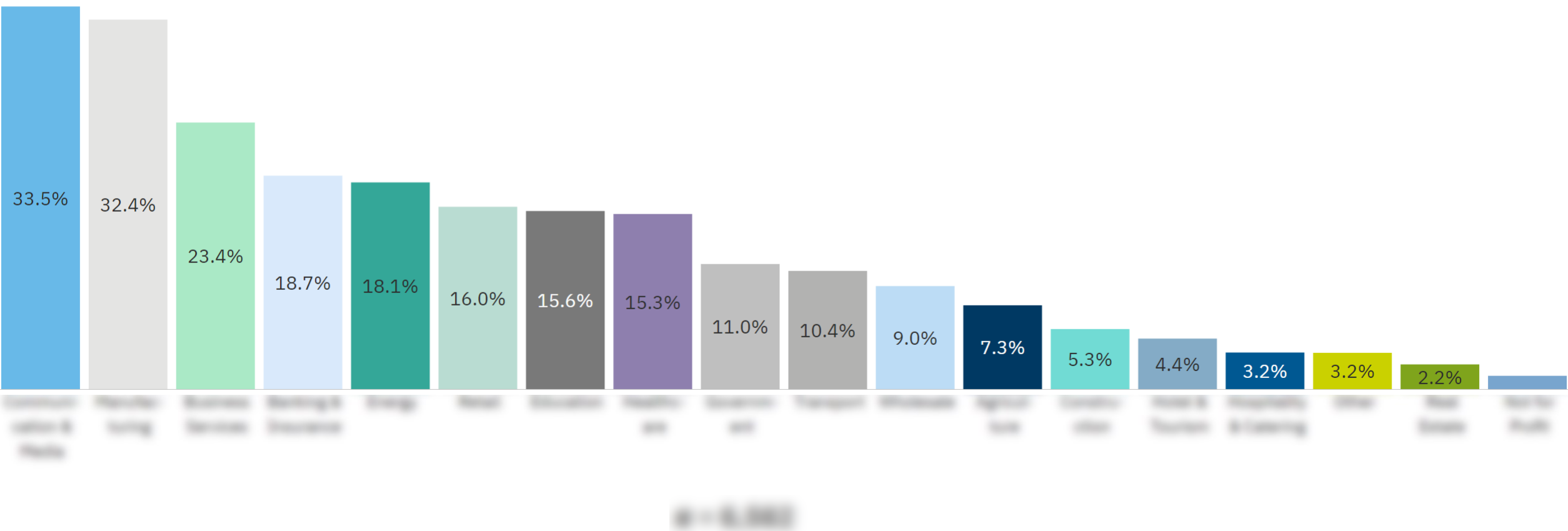
HAVE YOU STARTED WORKING WITH VENDORS OR DISTRIBUTION PARTNERS ON THE ARTIFICIAL INTELLIGENCE CONCEPT? (E.G. HOW TO PRESENT AND MARKET AI)



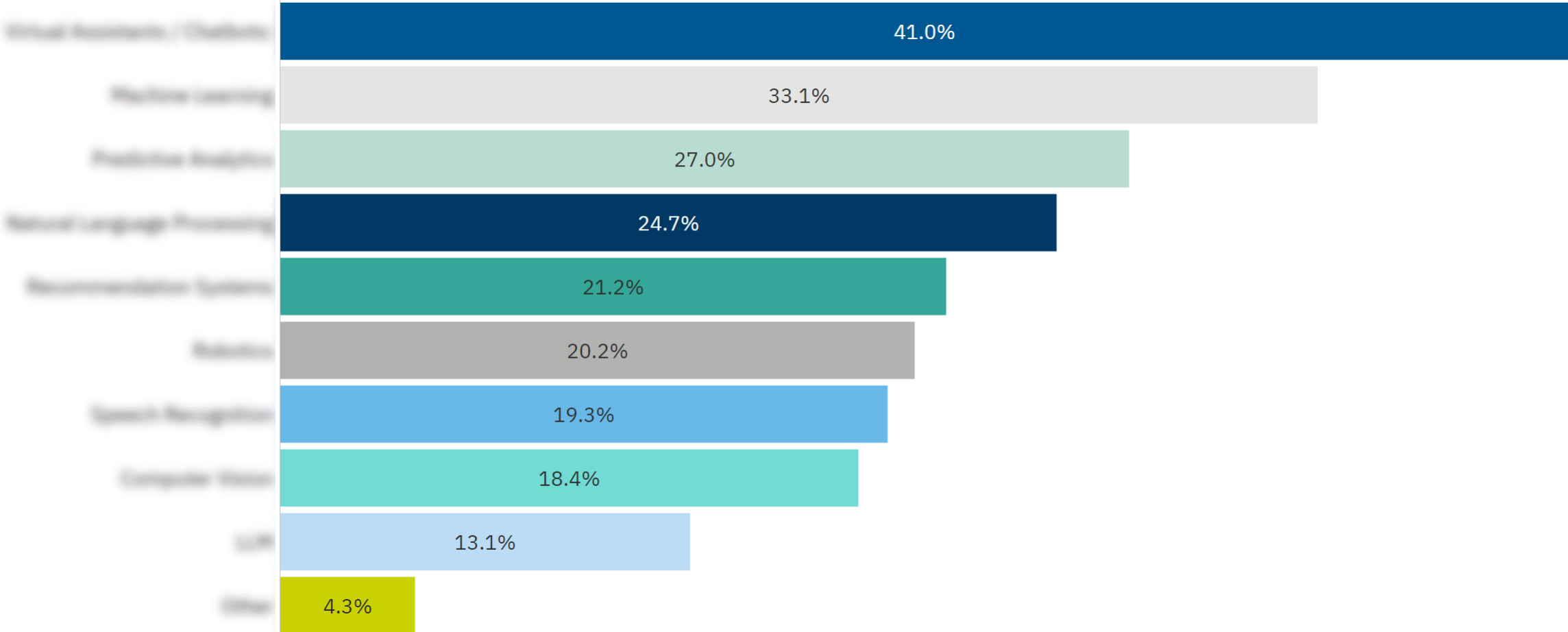
WHICH AREAS DOES THIS INCLUDE?



WHICH INDUSTRY DO YOU SEE THE HIGHEST DEMAND FOR AI SOLUTIONS? (MAX. 3)



WHAT ASPECT OF AI SOLUTIONS DO YOUR CLIENTS PLAN TO IMPLEMENT?



n = 5,000



HOW READY ARE YOUR CLIENTS TO INTEGRATE AI SOLUTIONS INTO THEIR EXISTING SYSTEMS?



Readiness Level: 1-Not Ready → 5-Very Ready



n = 5,000

HOW SIGNIFICANT IS AI TECHNOLOGY IN YOUR OWN BUSINESS STRATEGY/ OPERATIONS?

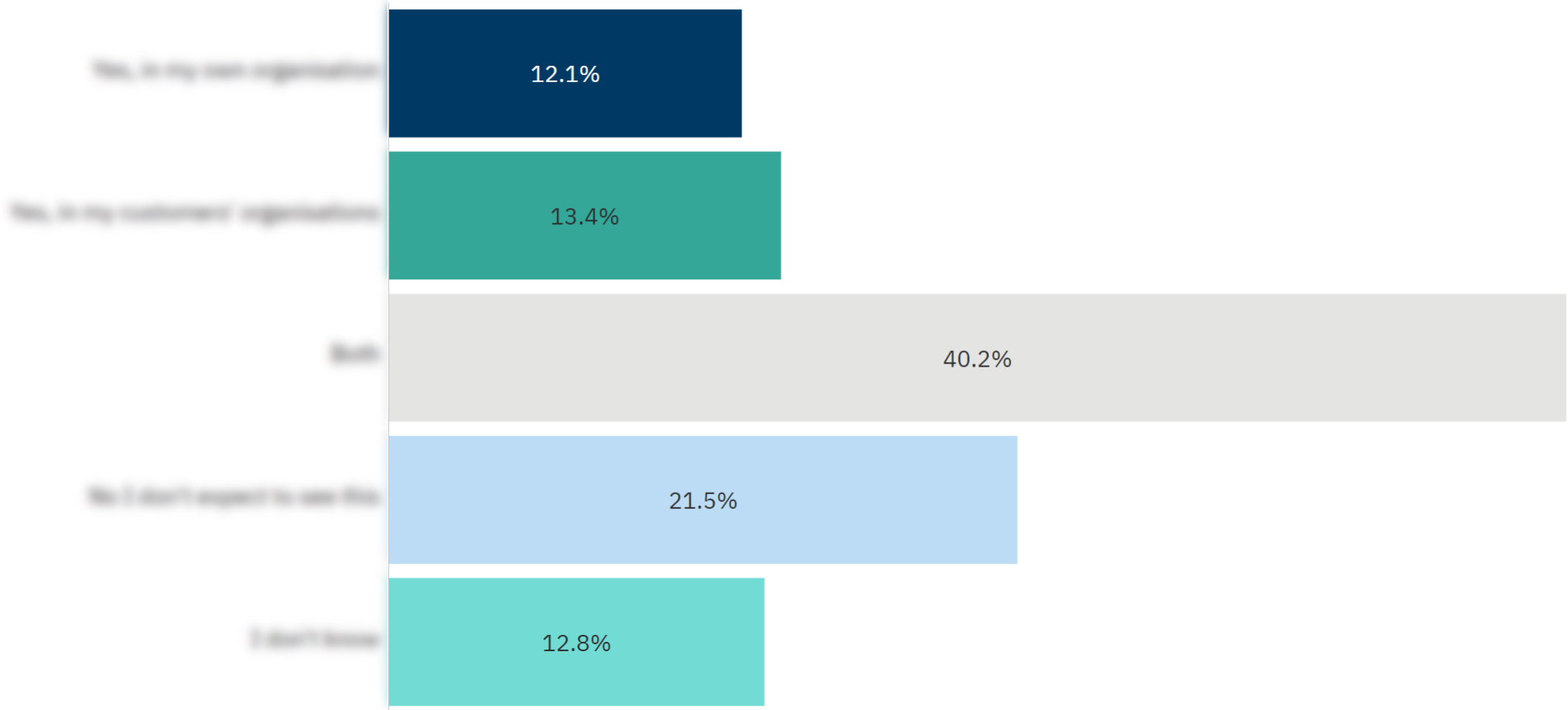


Significance Level: 1-Not Significant → 5-Very Significant



n = 5,000

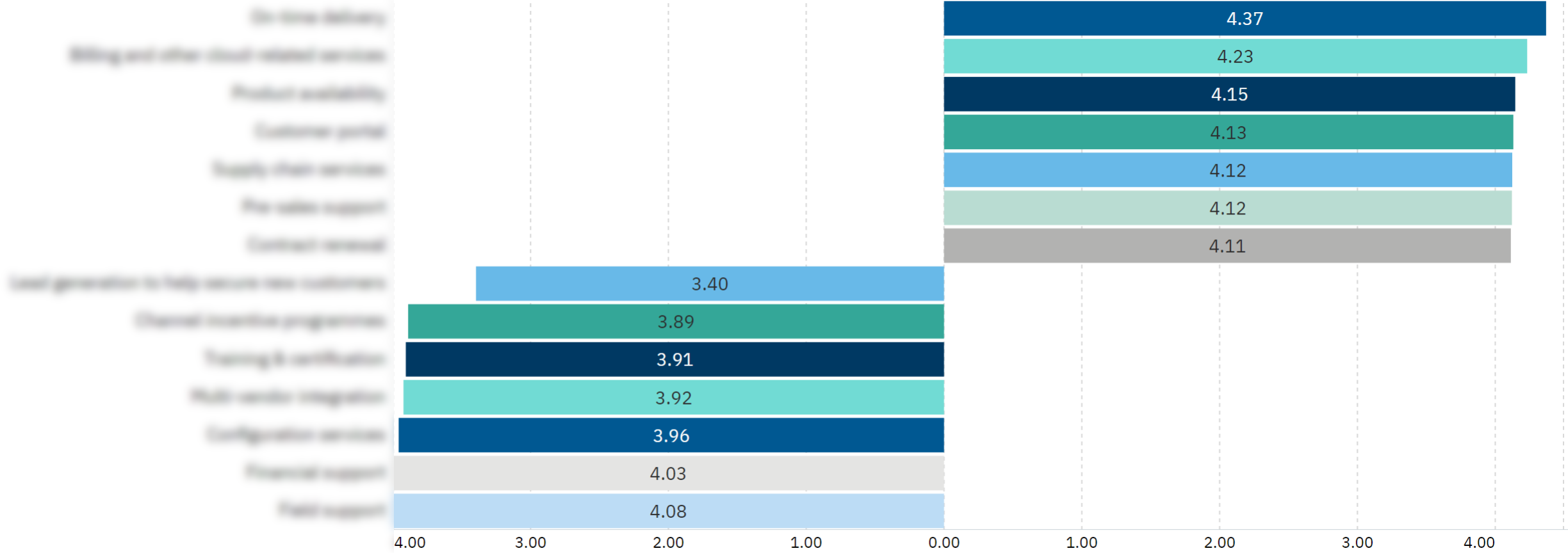
DO YOU EXPECT TO SEE HIGH LEVELS OF DEPLOYMENT OF AI ASSISTANTS (SUCH AS MICROSOFT'S COPILOT) IN 2025?



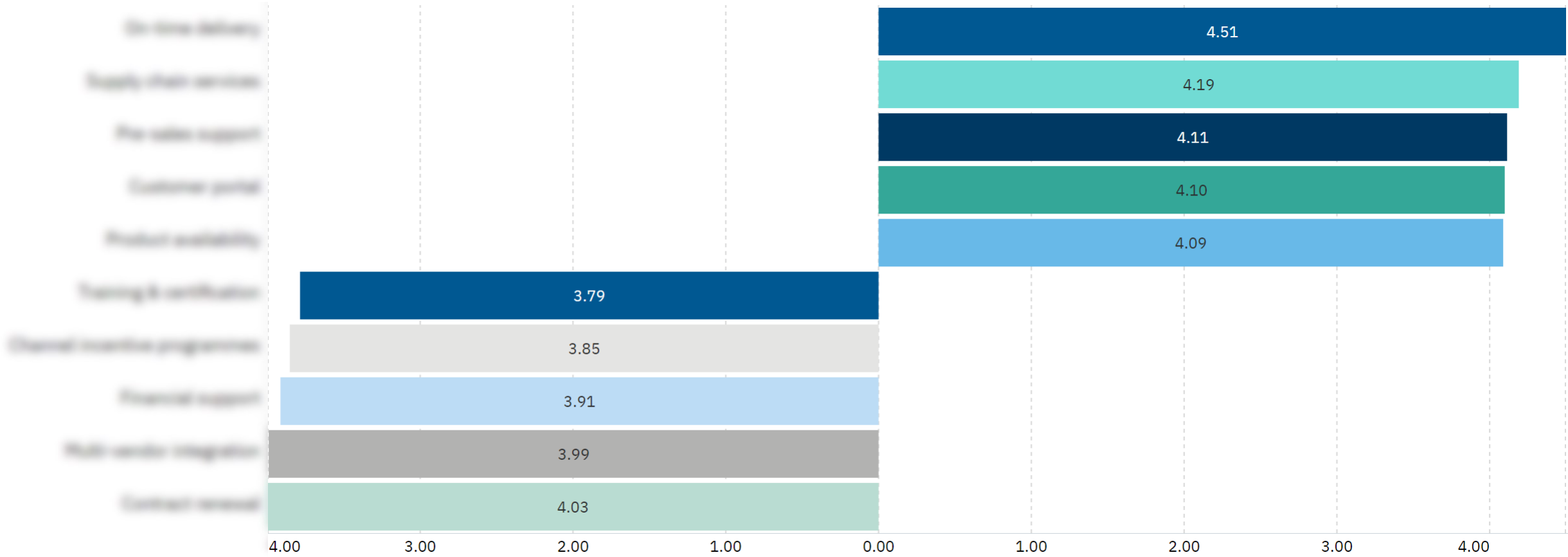
n = 5,000

Distributors & You

PLEASE CONSIDER EACH ITEM ON THE LIST. PLEASE RATE HOW GOOD YOUR DISTRIBUTOR IS AT IT. ONE STAR = VERY BAD; THREE STARS = OK; FIVE STARS = EXCELLENT. (B2B)



PLEASE CONSIDER EACH ITEM ON THE LIST. PLEASE RATE HOW GOOD YOUR DISTRIBUTOR IS AT IT. ONE STAR = VERY BAD; THREE STARS = OK; FIVE STARS = EXCELLENT. (B2C)



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OPTIMISE TODAY

ACCELERATE TOMORROW