



# Reseller Channel Profiling & Sizing

## Channel Profiling: 21 Countries, Emerging and Mature



### Types of Channel Partners

- Reseller/Dealer
- SIs
- Service Providers
- System Builders
- VARs

### Profiles include

- Business Related
- Total number of partners (Breakout by type of channel partners)
- Number of corporate resellers
- Number of employees, Age of Business
- Average Annual revenue and growth
- Revenue from different businesses (SBs, MBs, LBs, Consumers, etc)
- Average number of locations and branches
- Verticals Served

### Products and Services Related

- Types of products/services
- Vendor partnerships
- Average number of products and services offered
- Computing hardware, software, networking, security, storage, services

### Business Model Related

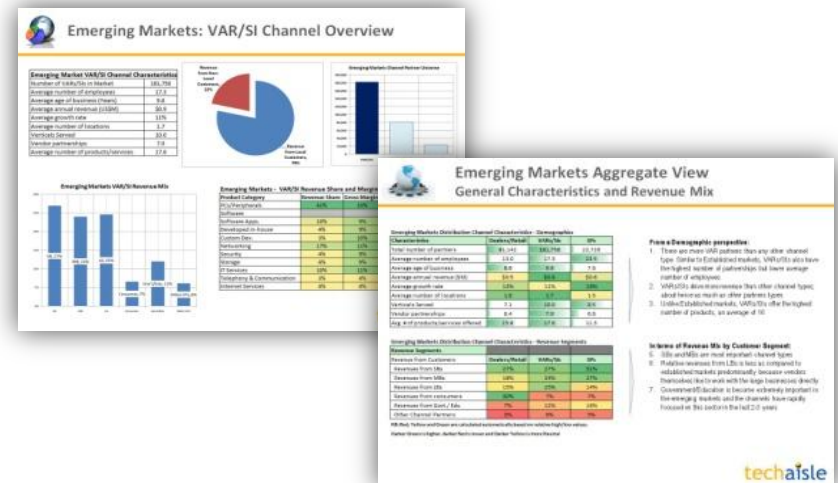
- % of revenue from the above product categories
- Gross Margins from the different product categories
- Revenue from local vs. non-local customers

### Channel Universe Sizing

- Current
- Forecast
- By Type of Channel
- By Spend

### Deliverable Format

- Individual country reports delivered in PPT/Excel



**Contact:** [Inquiry@techaisle.com](mailto:Inquiry@techaisle.com)

**Blog:** [www.techaisle.com/blog](http://www.techaisle.com/blog)

**For more information:** [www.techaisle.com](http://www.techaisle.com)