

## Media alert: Connected insights to drive the world's first Internet of Things-enhanced event

Shanghai, Palo Alto, Singapore and Reading (UK) - Monday, 10 August, 2015

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Canalys today announced that the world's first Internet of Things-enhanced event will be integrating state-of-the-art IT solutions into the Canalys Channels Forum APAC, EMEA and Latam. A record number of sponsors for the 2015 edition of the world's largest independent series of channel events will benefit from this innovation. Committed sponsors include Lenovo, Dell, HP, EMC, Microsoft and Cisco at keynote level; with Acer, APC by Schneider Electric, IBM, Fujitsu, Eaton, AMD, VMware, Brocade, Citrix, NetApp, VCE, Delta, Vision Solutions, CHG - MERIDIAN, Autotask, Splunk, BroadSoft, Lookout, MAXfocus from LogicNow and Awingu also participating.

### Innovation at the heart of the channel

The Internet of Things (IoT), with billions of connected interfaces, presents unprecedented potential for businesses to boost revenue, change cost patterns and shape new trends. The greater value from this scale of connectivity will come from the insights it offers decision-makers - from serving customers to tuning operating models.

The Canalys Channels Forum 2015 will continue the tradition of integrating event themes into participant experience. The 'Connecting Insights' theme will be carried throughout the event to showcase IoT's transformative impact. 'Instead of lengthy presentations to hype the potential of IoT, we are going to let our channel delegates experience the value of connected insights firsthand,' said Rita Chaher, Vice President of Events and Marketing. 'Our delegates will enjoy enhanced services in every event activity, from speedy registration, interactive routing to their next meeting and facilitated networking with peers in the vicinity. We have been working to ensure the underlying technology is invisible and the focus is on services that are both contextual and seamless.

'Most mid-market customers are not early adopters of technology. We think the connected insight experience at the event will give our delegates a better perspective on opportunities with their own customers,' said Alastair Edwards, Principal Analyst. 'When developing sensor-enabled experiences, channel partners need to keep simplicity, intuitiveness and instant gratification in mind.'

The events will once again be supported by the most innovative of technologies, which will allow our top-level audiences to make the most of their time among their peers

For further information on how to participate in our EMEA, APAC and LATAM events, please contact us at [events@canalys.com](mailto:events@canalys.com).

### About Canalys

Canalys is an independent analyst company that strives to guide clients on the future of the technology industry and to think beyond the business models of the past. We deliver smart market insights to IT,



channel and service provider professionals around the world. Our customer-driven analysis and consulting services empower businesses to make informed decisions and generate sales. We stake our reputation on the quality of our data, our innovative use of technology and our high level of customer service.

## Receiving updates

To receive media alerts directly, or for more information about our events, services or custom research and consulting capabilities, please complete the [contact form](#) on our web site.

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