

Canalys identifies 12 vendor “Champions” of the EMEA channel

Palo Alto, Shanghai, Singapore and Reading (UK) – Wednesday, 24 October 2018

12 vendors have achieved “Champion” status in the latest Canalys Leadership Matrix for EMEA, more than doubling the number from February this year. AWS, Dell EMC, ESET, Fortinet, HPE, HP, NetApp and Sophos become Champions for the first time in 2018, while Fujitsu, Lenovo, Palo Alto Networks and Veeam must be congratulated for the impressive feat of keeping their Champions’ crowns.

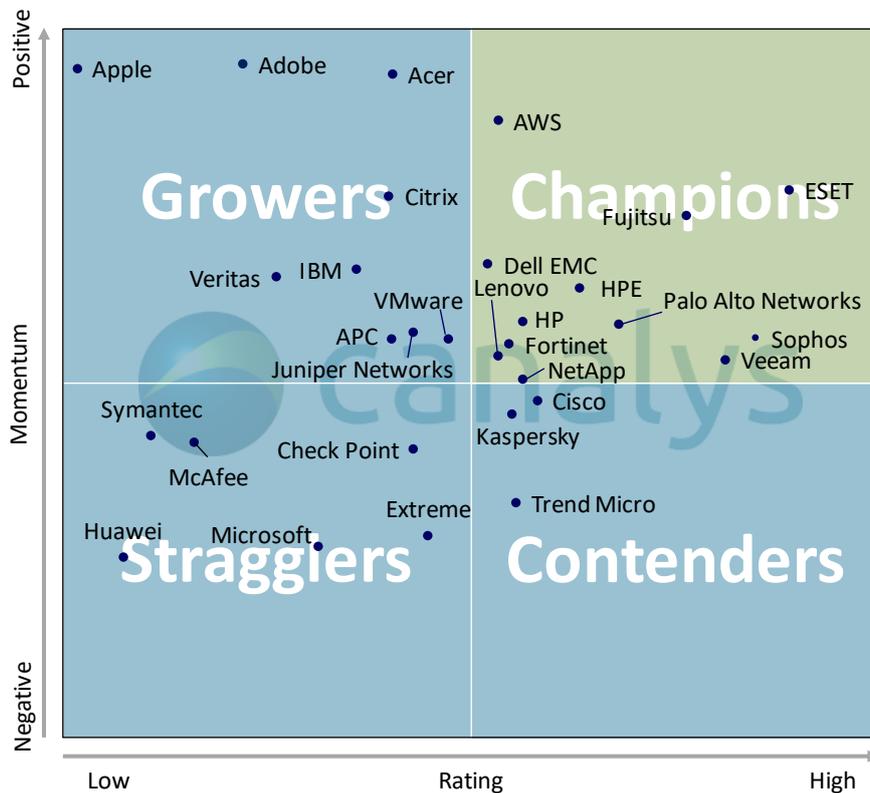
The Leadership Matrix combines partner feedback from Canalys’ unique Vendor Benchmark tool with an independent assessment by experienced Canalys analysts of each vendor’s momentum in the channel. This is based on their investments, strategy improvements and execution. Dell EMC, HPE, HP and Lenovo – four of the top six most important vendors in terms of channel revenue in EMEA – have all contributed to substantial growth for the channel over the last 12 months. Four of the 12 Champions are security vendors, highlighting the opportunity that IT security is creating for partners.



[Canalys identifies 12 vendor “Champions” of the EMEA channel](#)

Canalys Leadership Matrix

Europe, Middle East and Africa
October 2018



“These results reflect the increased importance that technology vendors are placing on their partner relationships in the era of digital and hybrid IT,” said Alastair Edwards, Chief Analyst at Canalys. “At the same time, vendors are becoming more selective in these relationships, while partners are pursuing more diverse, differentiated business models. This makes the vendor’s job of managing a channel even more complex and fraught with risk. In this environment, Champion status in the leadership matrix becomes an even greater achievement.”

With competition for the attention of the most successful channel partners intensifying, established channel vendors can no longer afford to be complacent. Canalys Analyst Robin Ody said, “This should come as a wake-up call to those vendors in the “Straggler” quadrant, or those that have seen their positions fall. As more vendors move up into the Contender, Grower or Champion quadrants, the Stragglers are at risk of being left further behind.”

The Leadership Matrix also recognizes vendors that have seen some of the strongest improvements in partner perception over the last 12 months. “Growers”, including Acer, Adobe, APC, Apple, Citrix, Juniper Networks, IBM, Veritas and VMware, have all benefited from their investments in operational improvements, simpler processes and more attractive financial incentives, as well as stronger commitment to their partners.

About the Canalys Leadership Matrix

The Leadership Matrix assesses vendor performance in the channel, based on channel feedback into the Vendor Benchmark over the last 12 months, and an independent analysis of vendor channel strategy, investment, execution and planned initiatives by experienced Canalys analysts. The Vendor Benchmark tracks leading technology vendors around the world, collating the experiences that channel partners have when working with different vendors. Channel partners are asked to rate their vendors across the 10 most important areas of channel management.

The Canalys Leadership Matrix provides a graphical representation to assess the performance of each vendor over time, and positions them in one of four categories:

- **Champions:** Vendors with high Vendor Benchmark scores, which have shown both continued improvement in channel management, strategy and execution, and a commitment to driving future improvements.
- **Contenders:** Vendors with high Vendor Benchmark scores, but which have seen declines in channel sentiment and/or a deterioration in channel commitment or execution.
- **Growers:** Vendors with low Vendor Benchmark scores, but which have seen improvements in channel sentiment and performance.
- **Stragglers:** Vendors with low Vendor Benchmark scores, which have seen channel sentiment and/or performance deteriorate or stagnate.

For more information, please contact:

Canalys EMEA: +44 118 984 0520

Alastair Edwards: alastair_edwards@canalys.com +44 118 984 0523

Robin Ody: robin_ody@canalys.com +44 118 984 0552

Canalys APAC (Shanghai): +86 21 2225 2888

Daniel Liu: daniel_liu@canalys.com +86 21 2225 2817

Canalys APAC (Singapore): +65 6671 9399

Jordan De Leon: jordan_mari_deleon@canalys.com +65 6671 9397

Sharon Hiu: sharon_hiu@canalys.com +65 6671 9382

Canalys Americas: +1 650 681 4488

Alex Smith: alex_smith@canalys.com +1 650 681 4486

Ketaki Borade: ketaki_borade@canalys.com +1 650 681 4485

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.

Alternatively, you can email press@canalys.com or call +1 650 681 4488 (Palo Alto, California, USA), +65 6671 9399 (Singapore), +86 21 2225 2888 (Shanghai, China) or +44 118 984 0520 (Reading, UK).

[Please click here to unsubscribe](#)

Copyright © Canalys 2018. All rights reserved.

Americas: Suite 317, 855 El Camino Real, Palo Alto, CA 94301, US | tel: +1 650 681 4488

APAC: Room 310, Block A, No 98 Yanping Road, Jingan District, Shanghai 200042, China | tel: +86 21 2225 2888

APAC: 133 Cecil Street, Keck Seng Tower, #13-02/02A, Singapore 069535 | tel: +65 6671 9399

EMEA: Diddenham Court, Lambwood Hill, Grazeley, Reading RG7 1JQ, UK | tel: +44 118 984 0520

email: inquiry@canalys.com | web: www.canalys.com