

MicroScope

Indispensable channel analysis

microscope.co.uk

Respond to change to survive age of consolidation

Aad Dekkers

Chief marketing officer

MTI Europe

The famous quote by Charles Darwin says: "It is not the strongest that survive, not the most intelligent, but the one most responsive to change".

Having been involved in the technology market as a vendor and an integrator, I can see how applicable this theory is to today's IT channel.

Not a day goes by without several vendors unveiling new products and new product lines, and distributors, resellers and system integrators must rush to evaluate the impact these introductions will have on their portfolios and growth strategies.

The current wave of mergers and acquisitions is also sending the channel back to the drawing board: will we lose the contract? Will the merger jeopardize an existing relationship we have with a supplier? Will it bring a new technology to the table?

The key for any distributor, reseller and integrator is to understand how these changes will affect not just their organisations, but their suppliers, their customers and the market overall. It is only by arming themselves with this knowledge, that they will be able to adapt to this change, remain competitive and ultimately survive.