



---

FOR IMMEDIATE RELEASE

**GTDC MEDIA CONTACT:**  
Chuck Miller (813) 876-0414  
cmiller@commcentric.com

## **INSIGHTS INTO 2017**

# **Technology Distributors and Vendor Partners Share Their Expectations on Growing Together**

**St. Petersburg, Fla. – November 28, 2016** – The Global Technology Distribution Council (GTDC) today released a comprehensive report on the year ahead, based on more than 70 channel executive survey responses from across the world as well as over 20 interviews with both technology distribution leaders and vendor partners. The survey responses represent a cross-section of top brands and solutions, with corresponding executives identifying key expectations regarding distribution and the channel in 2017. The GTDC's members drive more than \$130 billion in product and services business worldwide.

The full **Insights Into 2017** report can be downloaded at no charge from the [GTDC Research Center](#). Related survey results of channel executives included these findings:

- Nearly 62% expect indirect to outpace direct sales
- 13% indicated they are already 100% indirect
- Only 7% expect direct to grow more rapidly than indirect
- 55% anticipate double-digit growth through distribution
- Cloud, Security and Data Center ranked as the Top 3 Solution categories
- 78% expect distributors to develop new business around vertical market solutions

In addition to summarizing the survey results, **Insights Into 2017** covers 12 categories of interest, including a balance of topics related to business partnerships and technology categories:

Analytics	New Business Models
Business Outlook	Pro A/V
Cloud	Security
Data Center/Big Data/Hyperconvergence	Services
Internet of Things	Vendor Relationships
Mobility	Vertical Markets

“The distribution industry has become instrumental in much more than just *delivering* technology products to the right places at the right time,” commented GTDC CEO Tim Curran. “Shipping product is no longer the mainstay. Today’s distribution leaders bring much more to the equation through their unique, highly diversified services

portfolios. Insights Into 2017 sheds new light on this reality and why most vendors now view indirect business as a primary growth engine across the world.”

For more information on the GTDC, the organization’s distribution industry database partners, education programs and market research, go to [www.gtdc.org](http://www.gtdc.org).

## **About The Global Technology Distribution Council**

The [Global Technology Distribution Council](#) is the industry consortium representing the world's leading tech distributors. GTDC members drive more than \$130 billion in annual worldwide sales of products, services and solutions through diverse business channels. GTDC conferences support the development and expansion of strategic supply-chain partnerships that continually address the fast-changing marketplace needs of vendors, end customers and distributors. GTDC members include AB S.A (WSE: ABPL), ABC Data (WSE: ABC), Almo, Arrow Electronics (NYSE: ARW), Avnet (NYSE: AVT), Computer Gross Italia (SES:MI), D&H Distributing, ELKO Group, Ingram Micro (NYSE: IM), Intcomex, Logicom (CSE:LOG), SiS Technologies (HKSE: 0529), ScanSource (NASDAQ:SCSC), SYNEX (NYSE: SNX), Tarsus, Tech Data (NASDAQ: TECD), TIM AG and Westcon-Comstor.

###