

GTDC Summit

NORTH AMERICA • 2024

IT distributors drive sales and adoption of new technologies through channel empowerment.

Enable & Accelerate
Innovation

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We held our 22nd GTDC Summit North America on February 7th – 8th at the Mission Pacific and Seabird Resort in Oceanside, California. This year's event emphasized how the tech industry is benefiting from ecosystem shifts and how distributors are maximizing ROI for vendors and solution providers. That promise is especially true for companies with innovative new technologies that can capitalize quicker on their investments with proven channel expertise, support programs, tools, and communities.

In addition to highlighting how IT distributors help scale new technology sales and adoption, this year's keynote speakers and session panelists provided unique insight into the future of the industry and changes in buyers' habits. The consensus from those presentations and conversations is that distribution is the most proven and cost-effective route to market for most technology vendors and providers.

Thank you again to all who attended! In the following pages, there are a few more takeaways for those who missed out or wish to revisit the happenings at the 2024 GTDC Summit North America.



Opening Remarks

Frank Vitagliano | CEO | GTDC

“New technologies are driving productivity and efficiency to new heights in the business community, fueling tremendous growth opportunities across the entire IT industry,” said Frank Vitagliano, CEO of the GTDC. “The one constant in the IT industry over the years is the value of distributors. Those companies are uniquely positioned to empower innovation, providing channel vendors and partners with the systems, programs, and connections required to successfully launch and scale new and advanced offerings. Combining valued traditional services with the latest digital platforms and extensive integration capabilities, distributors have become indispensable allies for emerging technology providers.”



Keynote Speakers

Crawford Del Prete

President, IDC

Data and AI Could Energize Refresh Cycles

Keynote speaker and IDC President Crawford Del Prete emphasized that “with 51% of enterprises operating as digital businesses, buyers are demanding flexible consumption models.” He also pointed to the escalating focus on advanced solutions, predicting one-fourth of all IT spending would be on generative AI by 2027, creating a \$151B opportunity for the IT industry, including a projected 60% of servers and PCs enabled with those technologies.

[Click Here to View the Presentation](#)

Doug Holtz-Eakin

Economic and Fiscal Policy Expert

Strong Productivity Drives Economic Outlook

Noted economist and policy expert Douglas Holtz-Eakin addressed the impact of rapidly shifting financial trends and increasing regulations on the global IT and overall business communities. “The main reason the US avoided a recession is the ‘productivity miracle. While those numbers were negative in 2021 and 2022, they rose over 2% in 2023 with increases in wages and less pressure on prices.” Holtz-Eakin expressed optimism for 2024, pointing out that most economists are predicting at least 1.5% growth in the national GDP growth with interest rates as low as 4% by the end of the year.

Panel

Distribution Empowers Innovation

Moderated by GTDC CEO Frank Vitagliano, this panel discussion provided attendees with a “behind the scenes” view of the investments distributors are making to empower their vendor and solution provider partners. “Many of the investments we make help take complexities out of our partners’ businesses so we can collectively bring a B2C experience to B2B customers,” emphasized Robinson. The group highlighted many of the ways distributors eliminate costs and augment services, from sales and support to logistics, credit and financing.

Moderator

Frank Vitagliano, Chief Executive Officer, GTDC

Panelists

Marty Bauerlein, Chief Commercial & Consumer Officer, D&H

Kirk Robinson, EVP & President NA, Ingram Micro

Kristin Russell, President Global ECS, Arrow

Patrick Zammit, COO, TD SYNEX



[Click Here to Watch the Discussion](#)

Panel

Harness, Manage, and Leverage Your Data to Optimize Key Business Goals

How can vendors get value from the information they collect or purchase? At Summit NA, IDC's Eric Prothero moderated a discussion on that topic with panelists Hervé Tardy from Eaton, Craig Powers with IDC, and Mark Taylor of AMD. The group discussed use cases and the benefits of new tools like AI and business intelligence solutions, especially when building, executing and assessing strategic objectives. "If companies are not gathering and analyzing key data, they are falling behind," stressed Powers.

Moderator

Eric Prothero, Senior Vice President, IDC

Panelists

Craig Powers, Research Director, IDC

Mark Taylor, North America Channel Chief, AMD

Hervé Tardy, VP Marketing & Strategy, Eaton



Panel

The Distribution Innovation Equation

Dave O'Callaghan, Managing Partner of Vation Ventures, moderated a best practices discussion on increasing sales and adoption of AI technologies. The discussion highlighted the incremental sales opportunities and unique skills required to roll out new solutions and the need for vendors to "lean in" on innovative solution provider partners to spur technology adoption.

Moderator

Dave O'Callaghan, Partner, Vation Ventures, LLC

Panelists

Mike Arrowsmith, CTO, NinjaOne

Dan Campbell, President N.A., Arrow ECS

Darren Williams, CEO, Blackfog



New Research!

The latest GTDC report, **Beyond Cloud Marketplaces**, explores the present and future of distribution's virtual channel ecosystems. Learn what these platforms provide and how your partners and end-users can benefit from a revamped approach focused on the customer and partner buying experience.

[Download Your Free Copy](#)

Beyond the Marketplace

IT Distributors Empower the Buyers' Journey of the Future

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GTDC Summit EMEA 2024

Thank you for helping make this year's event such a success. If you enjoyed the North American gathering and have global responsibilities, be sure to register for the **2024 GTDC Summit EMEA**, June 4-5, at the Grand Hotel Huis ter Duin in Noordwijk (the Netherlands).

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