

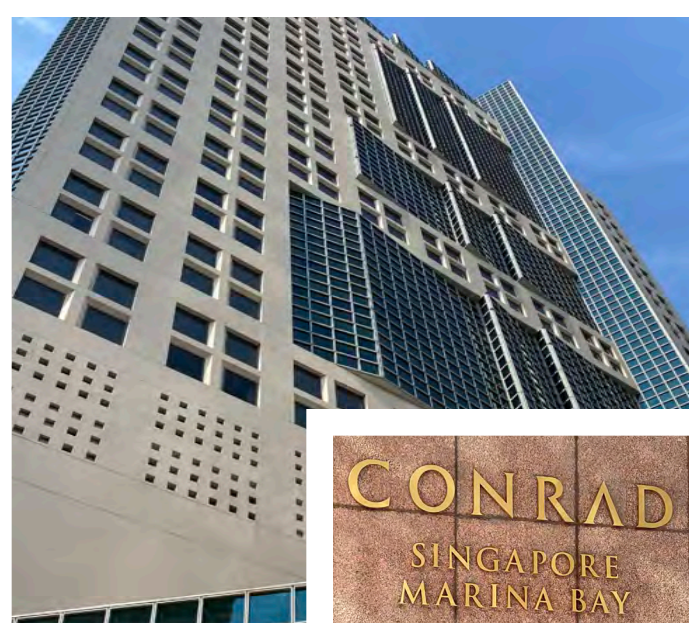
# GTDC Summit

APJ • 2025

## Recap

Distributors have evolved from the logistics and financing champions of the past into crucial orchestrators of the entire IT ecosystem. While they continue to provide the same value-added services of yesteryear, they have essentially become the **heart of a growing network of vendors, solution providers, and other technology providers.** Today, they go far beyond the traditional “long tail” of distribution to empower the rapid growth of innovative new technologies, supporting the latest virtual applications, digital platforms and hyperscalers. These changes make it easier for channel companies to address the increasing complexities of the market and focus on the shifting needs of their clients.

This theme was highlighted in many of the discussions during the 2nd annual GTDC Summit APJ, held November 17th and 18th at the spectacular Conrad Singapore Marina Bay in the heart of Singapore’s cultural district.



# Presentation

GTDC CEO Frank Vitagliano opened the event with an overview of the association, including its core mission to educate the marketplace on the ever-increasing value of technology distribution. He also highlighted several of the industry-essential resources available on the council's Knowledge Hub, including the latest GTDC research, podcasts and other channel-empowering content.

Emphasizing industry best practices for initiating and strengthening these critical ecosystem alliances is an overarching theme in all of these materials. "The distributors of the past are not the distributors of today; they sit right square in the middle of the entire IT ecosystem, orchestrating many of the critical things that vendors, solution providers and even end-users require to succeed. Their investments empower the entire channel community...and beyond."

Vitagliano corroborated the strength of these critical ecosystem orchestrators through GTDC's research, including the Distribution 2030 report, which provides a glimpse of the IT industry's future. He also provided an exclusive look at the association's soon[1]to-be released report on building an optimal distribution strategy.

"There's a perception that the more distributors that a vendor partners with, the more revenue they will generate. The problem is that can create major overlaps in coverage, which could impact margins and the investments required to make these partnerships successful." Building the Optimal Distribution Strategy is available to download at no cost from the [GTDC Knowledge Hub](#).



**Frank Vitagliano**  
Chief Executive Officer, GTDC

[Download Frank's Presentation](#)

# Distributor Leadership Panel

## View from the Top: Distribution Executives Share Insight on Important Channel Topics

The future of distribution was a key theme of this panel discussion with leaders of four APJ-based executives, moderated by GTDC CEO Frank Vitagliano. Each executive provided unique perspectives on the evolution of the channel, the potential of innovations like AI and the rapidly shifting needs of the business community.

Subscribe to or follow the [Beyond Distribution with GTDC podcast](#) to hear the complete conversation in a future episode (tentatively scheduled to go live on December 17th).

### Distribution Leadership Panel: Orchestrating the IT Ecosystem of the Future

Moderator



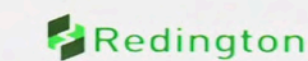
**Frank Vitagliano**  
CEO



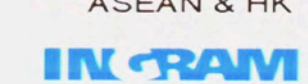
**Patrick Aronson**  
CMO & EVP, Asia Pacific



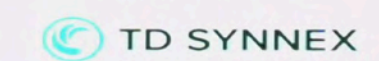
**V.S. Hariharan**  
Group CEO



**Luis Lourenco**  
SVP & Chief Executive  
ASEAN & HK



**Jaideep Malhotra**  
President APJ



Moderator

**Frank Vitagliano**  
CEO, GTDC

Panelists

**Patrick Aronson**  
**VS Hariharan**  
**Luis Lourenco**  
**Jaideep Malhotra**

CMO & Executive Vice President, Asia Pacific, Westcon Comstor  
Group CEO, Redington Ltd  
SVP & Chief Executive ASEAN & HK, Ingram Micro  
President Asia Pacific & Japan, TD SYNnex

# Distributor Leadership Panel



“The conversation has shifted from ‘why should hyperscalers use distribution?’ to ‘why are they now using it so much?’ because these companies recognize the need to have channel reach.”

**Patrick Aaronson, Chief Marketing Officer & Head of APAC, Westcon**



“In order for any technology to scale, it requires productization and a repeatable and AI is no different. The industry must shift from creating bespoke, unique AI solutions for every customer to standardizing these offerings into products.”

**V.S. Hariharan, Managing Director and Group CEO, Redington Limited**



“Becoming a platform company is a multi-year journey that starts with people and aims to automate all offline processes, drastically reducing transaction times and providing valuable data insights to partners.”

**Luis Lourenco, SVP & Chief Executive ASEAN & Hong Kong, Ingram Micro**



“The APJ region’s growth is fueled by a young population, an emerging middle class and rapid technology diffusion. Home to three of the top five global economies, APJ represents a massive consumer and business base and a diverse portfolio of economies, which provides inherent resilience.”

**Jaideep Malhotra, President, Asia Pacific & Japan, TD SYNEX**

# Presentation

## Finding Your Gold: a Global and Asia Pacific Economic Outlook

U.S. tariff policies are creating uncertainty in the global environment and accelerating other countries' efforts to lower trade barriers across different regions. This is where businesses can “find their gold,” according to Alex Holmes, Regional Director of Asia-Pacific for EIU (Economic Intelligence Unit). He introduced this “World Minus One” scenario where the rest of the world moves forward with trade liberalization with hope that the U.S. will rejoin these discussions at a later point. This mindset is leading to new deals like the EU-Indonesia pact and the potential expansion of RCEP and CPTPP.

Despite the economic pressures, Holmes emphasized that tech companies still have numerous opportunities to grow their businesses with AI and other innovations driving market demand. “Trade policy is not everything. There are and will be things that are just as important if not more important to the market in the coming quarters. What areas of the economy are you exposed to? Which could slow dramatically, and which are going to remain stable.”

Watch the [GTDC podcast with Alex](#) as he discusses the unexpected resilience in the global economic landscape.



**Alex Holmes**  
Regional Director, Asia-Pacific, EIU

[Download Alex's Presentation](#)

# Presentation

## Charting the Agentic Future

APJ organizations are entering a new era where humans and intelligent systems act with intention, autonomy, and at scale, suggested Sandra Ng, Group VP & General Manager at IDC during her keynote discussion. She provided the Summit audience with the exclusive insights on data ecosystems and distributed intelligence and demonstrated how AI ROI is shifting from productivity gains to new business model creation and incremental revenue streams.

“Driving innovation is really about generating top line revenue. There’s more focus around how organizations can leverage technologies like AI to develop new products and experiences for their customers across their ecosystems.”



**Sandra Ng**  
Group Vice President and General Manager, IDC

# AI Panel

## How to Build a Successful AI Strategy

AI adoption is shifting from a “fear of missing out” phase to a more mature, reality-based approach, where businesses are seriously considering the complexities of data governance, security and responsible implementation. Several subject matter experts weighed in on this topic in an interactive panel discussion on the main stage at Summit APJ.



Moderator <b>Aaron Raj</b> Editor, Moderator CRN Asia	Panelists <b>Corrie Briscoe</b> <b>SS Lim</b> <b>Debdut Maiti</b> <b>Joseph Turner</b>	Director of Partner Core, Asia Pacific & Japan, Amazon Web Services Managing Director, PTC System (S) Pte Ltd Head of Sales - Solutions and Services Group, Lenovo Global Director of Research and Business Development, CONTEXT
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# AI Panel



“Partners should focus on three areas: building horizontal enterprise solutions, disrupting their own digital selling methods with data-driven approaches, and defining a clear value proposition for responsible AI.”

**Corrie Briscoe, PSL, AWS**



“Many enterprise customers are struggling to start their AI journey, often lacking the right talent or clear goals despite purchasing hardware. However, It’s better to ‘start fast and fail fast’ with smaller, manageable AI projects to gain experience and secure management buy-in for larger investments.”

**SS Lim, CEO, PTC Singapore: An SI/MSSP**



“Partners enjoy the trust and the scale of the customers and reduce the noise around all the different kinds of available AI-enabled solutions, helping them make the right choices.”

**Debdut Maiti, Head of Sales - Solutions and Services Group, Lenovo**



“AI is very much about identifying your business use case with a really good story behind it and then finding a true way to really measure and monitor its ROI”

**Joseph Turner, Global Director of Research and Cybersecurity Speaker, CONTEXT**

# ESG Initiatives

## Building a Sustainable Future



**Dominique Deklerck**  
Sustainability Project  
Lead, GTDC

GTDC’s sustainability leader, Dominique Deklerck hosted an informative and interactive meeting on ESG initiatives at Summit APJ, which included an overview of the advances and challenges facing the global IT community. A number of speakers and panelists covered a variety of related topics, highlighting concerns around balancing explosive expansion in the ASEAN region with resource security and environmental responsibility.

AI growth and technology refreshes are creating a “tsunami of e-waste” and putting immense pressure on energy and water resources. Speakers suggested the industry needs to shift from a linear “take-make-dispose” model to a circular economy, making sustainability a core business objective.

Natasha Oei, Regional Intelligence Associate at Eco-Business moderated a workshop discussion during the meeting and Nigel Landon, Business Director of Enviro Solutions & Consulting provided an overview of sustainability trends and the IT sector in Asia Pacific.



### Moderator

**Stephen Skalecki**  
Technical Principal – Sustainability and Climate Change, Enviro Solutions & Consulting

### Panelists

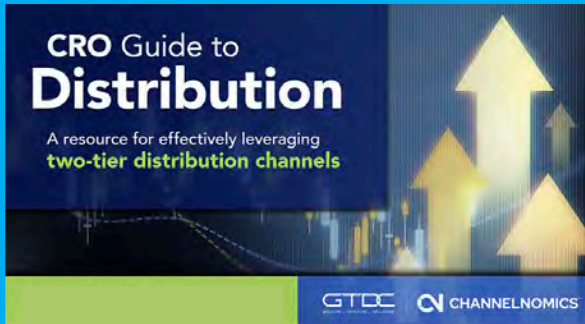


**Meng Yi Bay**  
**Fung Ling Seah**  
**Alvin Ee**  
**Nishant Bhagchandani**

Director of Sustainability, Singapore Environment Council  
VP Strategy & Commercial Operation (CSO), Sustainability & Marketing, Schneider Electric  
Research Fellow & Programme Lead, Energy Studies Institute, National University of Singapore  
Sustainability Success Manager - Asia Pacific, Lenovo

# Research Reports

Attendees to this year's event also got an exclusive preview of the **new GTDC Building the Optimal Distribution Strategy report**. With valuable insight on the ongoing evolution of the IT ecosystem and distribution's advancing orchestration role, it's a must-read for every channel executive! [Download your free copy here.](#)

Check Out the [GTDC Knowledge Hub](#) for More Invaluable Research

 <p><b>CRO Guide to Distribution</b> A resource for effectively leveraging two-tier distribution channels</p>	 <p><b>The Distribution Onramp</b> A Quick Start Guide for Established and Emerging Technology Vendors</p>	 <p><b>Tech Distribution 2030</b></p>
<p><b>CRO Guide to Distribution</b></p> <p><a href="#">Download the Report</a></p>	<p><b>The Distribution Onramp</b></p> <p><a href="#">Download the Report</a></p>	<p><b>Tech Distribution 2030</b></p> <p><a href="#">Download the Report</a></p>

## Building the **Optimal** Distribution Strategy

Key criteria, use cases, and execution fundamentals for building a healthy, resilient distribution channel



[Download the Report](#)

Thank you to all who attended and presented at GTDC Summit APJ 2025! Please consider joining us for one of our other regional events or share your experiences and details, as well as the upcoming dates with your peers.

### [GTDC Summit North America](#)

February 18-19, 2026  
The Seabird Resort  
Oceanside, CA

### [GTDC Summit EMEA](#)

April 13-15, 2026  
The Grand Hotel Huis ter Duin  
Noordwijk, The Netherlands

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— North America —

# Distribution: Empowering the Digital Evolution

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## GTDC SUMMIT

— EMEA —

# Distribution: Empowering the Digital Evolution

April 13-15, 2026 | Grand Hotel Huis ter Duin | Noordwijk, The Netherlands

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