

# Survey will analyse and track trends affecting local IT channel

*The Margin* magazine and ITWeb, in association with Axiz, Dell EMC and Microsoft, is conducting the first definitive annual survey to track and analyse the key trends and issues affecting the local IT vendor, distributor and reseller channel.



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The South African IT channel operates in a highly competitive market and *The Margin's* channel survey will examine the current state of the channel sector, as well as identify which players are excelling and who has some work to do.

## Unique perspective

The analytical research, based on surveying leading IT channel players, will provide a unique perspective on how the local IT channel is dealing with major global technology trends, and how the successful companies are positioning themselves for the future.

"There are a number of trends coming together and the players who don't adapt will be left behind," says Adrian Hinchcliffe, editor of *The Margin* magazine. "Things need to change in the local channel and this research will identify where the evolutions must take place."

ITWeb has almost two decades of experience in conducting industry surveys. Its annual Salary Survey is now in its 18th year and its results report is firmly established as the industry's definitive annual IT remuneration reference guide. Additionally, 2018 marks the fifth year for Brainstorm's CIO Survey. Its key findings are revealed at the annual CIO Banquet, while the comprehensive report based on the survey data is a benchmark piece of research for the industry.

## A comprehensive report

"We will emulate this highly successful model with the channel survey. We're confident that the reputation of Brainstorm, *The Margin* and ITWeb and their collective reach into the channel will help us produce a vital piece of research for the entire channel, and start to set benchmarks that the industry can measure itself against," says Hinchcliffe.

Once the research has been compiled and analysed, ITWeb and *The Margin* will publish a comprehensive report, available to all participants.

The findings will also be revealed at a prestigious banquet in August. One lucky participant, selected at random during the banquet, will also win one of the latest Dell notebooks.

To participate in this survey, click [here](#).

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