

New survey to track and analyse key IT channel trends in SA

The Margin magazine and ITWeb, in association with Axiz, Dell EMC and Microsoft are 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.

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."

"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, a comprehensive report will be published, available to all participants.

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

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

For more, visit: <https://www.bizcommunity.com>