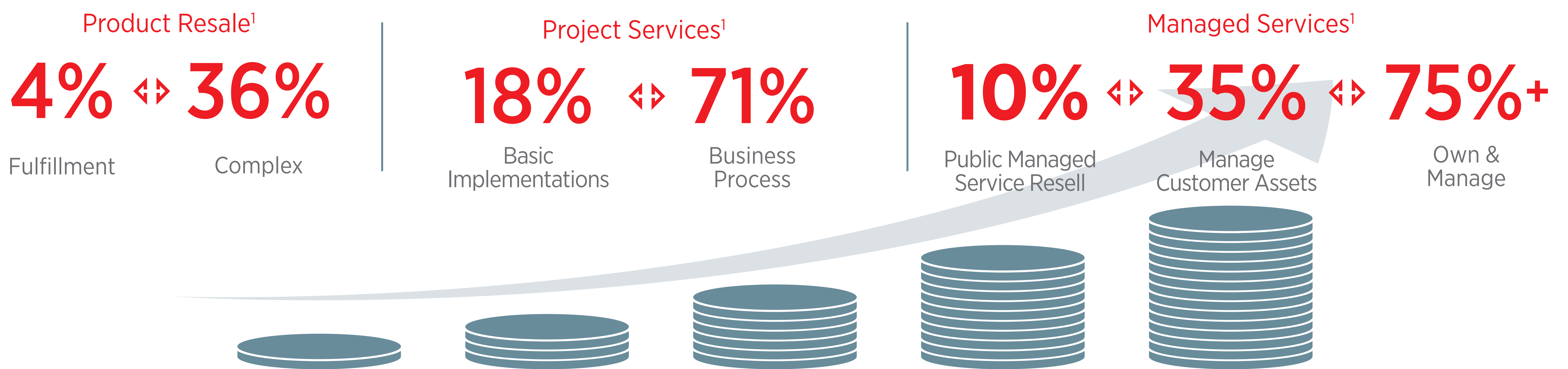


# INDUSTRY INSIGHTS

## PARTNER MARGINS



<sup>1</sup>Source: IPED Partner Profitability Research and Partner Interviews



**~7-9 days\***

of Vendor Sales Training per person/per year<sup>2</sup>

\*MSPs tend to be on the lower end of the range

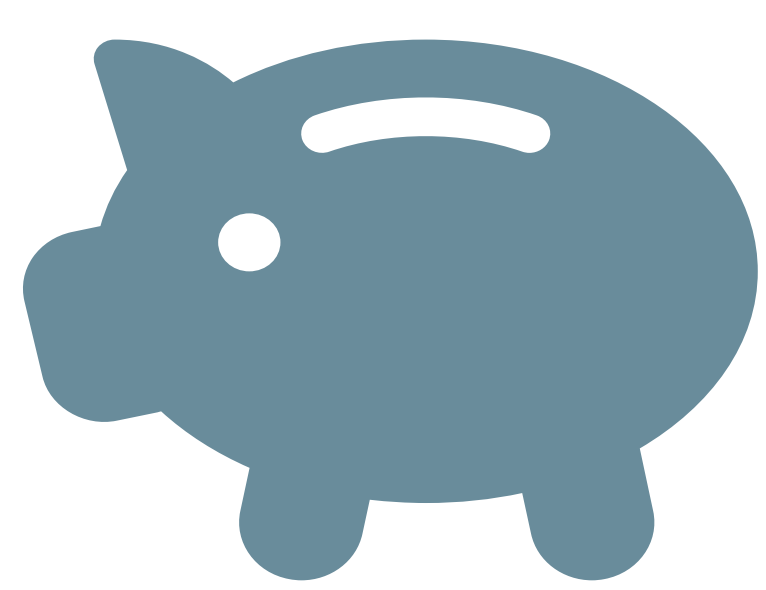
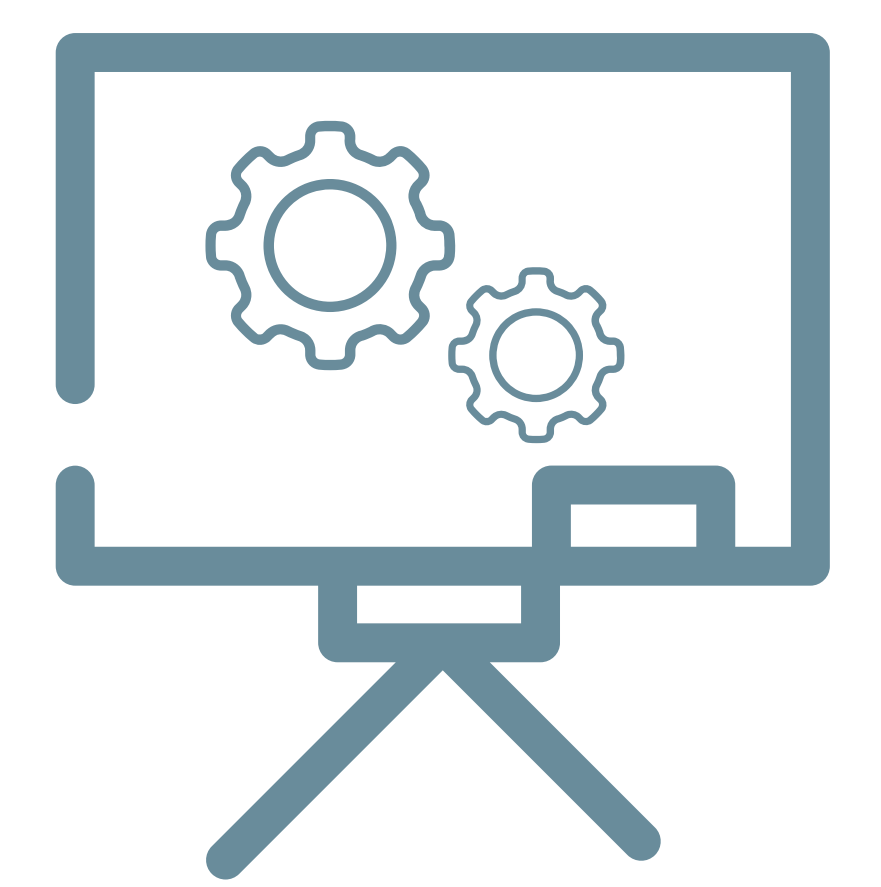
<sup>2</sup>Source: IPED Partner Enablement Study of Non-Management Field Sales Personnel from VAR/MSPs

**~10-13 days\***

of Vendor Technical Training per person/per year<sup>3</sup>

\*MSPs tend to be slightly lower

<sup>3</sup>Source: IPED Partner Enablement Study of VAR/MSPs



**8%** median

Marketing Investment % of Total Revenue<sup>4</sup>

<sup>4</sup>Source: IPED Partner Marketing Study



Partners Expect Payback within

**~12** months on Investments

60% of all partners expect to achieve payback within 12 months<sup>5</sup>

<sup>5</sup>Source: IPED Research and Partner Interviews



**70-80%**

of Revenue from Existing Customers<sup>6</sup>

<sup>6</sup>Source: IPED Research and Partner Interviews



<sup>7</sup>Source: 2019 Annual Report Card Study. Ranking shown reflects average across selected value based products categories.

Over 3,000 solution provider respondents

Different for your specific products.

ARC IMPORTANCE CRITERIA RANKINGS <sup>7</sup>	RANK
(Product) Quality and Reliability	1
Ease of Doing Business	2
Revenue and Profit Potential	3
(Product) Technical Innovation	4
Richness of Product Features / Functionality	5
Profit Margins / Profit Potential *	6
(Product) Compatibility & Ease of Integration	7
Post-Sales Support	8
Communication	9
Manages Channel Conflict	10
Marketability	11

ARC IMPORTANCE CRITERIA RANKINGS <sup>7</sup>	RANK
Services Opportunity	12
Pre-Sales Support	13
Solution Provider Program	14
Field Teaming and Channel Compensation Alignment *	15
Quality of Field Management	16
Training	17
Integration with Services Management Tools *	18
Cloud-Readiness of Channel Program *	19
Marketing Support	20
Consumption Based / Subscription Pricing *	21

\*Refers specifically to Cloud and Managed Services