

industry insights

GROSS MARGINS

22-27% Avg.

Total Gross Margin
for Partners (VARs/SIs)

Source: IPED State of The Market Study

13-18% Avg.

Gross Margin on
Products (HW/SW)

25% of partners claim to
generate gross margins >20%

Source: IPED State of The Market Study

25-50% Avg.

Partner Led
Services

Varies based on service offered,
location and partner type

Source: Service Leadership Index

TRAINING

15.2 days

of Technical Training
per person/per year (Technical)

Source: IPED State of Partner Enablement & Marketing Study

10.6 days

of Sales Training
per person/per year (Sales/Tech)

Source: IPED State of Partner Enablement & Marketing Study

6-24 months

expected Time to Payback
on Investments

>60% of partners hope to achieve profitability after
12 mos. of transition and investment in their businesses

Source: IPED Partner Profitability Study

5-10% Marketing
Investment % of Total Revenue

Source: IPED Financial Acumen Curriculum

70-80% of Revenue from
Existing Customers

Source: IPED State of The Market Study

THE CHANNEL CO.
CRN
ARC
ANNUAL
REPORT CARD

ARC IMPORTANCE RANKINGS

RANK

(Product) Quality and Reliability	1
Richness of Product Features / Functionality	2
(Product) Compatibility & Ease of Integration	3
(Product) Technical Innovation	4
Revenue and Profit Potential	5
Ease of Doing Business	6
Post-Sales Support	7
Marketability	8
Services Opportunity	9
Communication	10
Pre-Sales Support	11
Solution Provider Program	12
Manages Channel Conflict	13
Quality of Field Management	14
Training	15
Product Support	16
Partner Portal	17
Cloud Program/Opportunity or ROI	18
Services Opportunity MSS only	19
Marketing Support	20
Education & Enablement	21
Pre-Sales Engineering	22

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