

New distribution model builds on services

[London – 24 January 2018] Distribution in 2018 has moved a long way from pick, pack and ship of IT products, and has substantially broadened its offering with a wide range of services, says a new report focusing on European distributors.

The theme of specialisation is running strongly in the global IT supply business; the level of expertise and process of getting really close to customers is meaning that channels of all types, from traditional resellers to cloud providers, are concentrating their efforts on what they do best- either from a technical or market perspective. This has created a need for others to provide the specialist services, knowledge or abilities in associated areas. Distributors, being strictly channel-only, and with an existing relationship with channels of all types, are the logical place to turn for such help and are reporting a surge in take-up of their services.

It has been the case for a number of years that distribution has supplied services, some bespoke, some from a prepared list of offerings. Most recently it is clear that this service provision has exploded, with the GTDC listing some 70+ examples ranging from technical configuration to licence management, from marketing services to finance.

A special report by IT Europa examines the changes in the distribution relationship and at the supply of IT services by distribution in Europe. “The distribution industry has become instrumental in much more than just delivering technology products to the right places at the right time,” says GTDC CEO Tim Curran. “Shipping product is no longer the mainstay. Today’s distribution leaders bring much more to the equation through their unique, highly diversified services portfolios.”

The report, for the Global Technology Distribution Council (GTDC) who drive more than \$150bn in annual worldwide sales of products, services and solutions, cites several leading distributors who have invested strongly in services, including Arrow ECS, Ingram Micro, Tech Data, Westcon and eastern Europe’s AB.

IT Europa’s Editor John Garratt says, “We have been reporting on the drive for specialisation among resellers, solution providers and integrators; this focus means they have to rely even more on third party support and the distributor is the logical place to turn for such services. We expect their services portfolios to grow still further in 2018, with financing, cloud, security and marketing support becoming more widely used.”

For further information download the report **Distribution and Services** here:
<http://www.iteuropa.com/?q=distribution-and-services/press>

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About the GTDC

The Global Technology Distribution Council is the industry consortium representing the world's leading tech distributors. GTDC members drive more than \$150 billion in annual worldwide sales of products, services and solutions through diverse business channels. GTDC conferences support the development and expansion of strategic supply-chain partnerships that continually address the fast-changing marketplace needs of vendors, end customers and distributors. GTDC members include AB S.A (WSE: ABPL), ABC Data, Almo Corporation, Arrow Electronics (NYSE: ARW), Computer Gross Italia (SES:MI), D&H Distributing, ELKO Group, Exclusive Networks, Ingram Micro (NYSE: IM), Intcomex, Logicom (CSE:LOG), Pinnacle, SiS Technologies (HKSE: 0529), ScanSource (NASDAQ:SCSC), SYNEX (NYSE: SNX), Tarsus, Tech Data (NASDAQ: TECD), TIM AG and Westcon-Comstor.

About IT Europa

With more than 20 years' experience in channel development and marketing, IT Europa is the leading provider of strategic business intelligence, news and analysis on the European IT marketplace and the primary channels that serve it. In addition to its news services, the company markets a range of database reports and organises European conferences and events for the IT and Telecoms sectors. Other services include: market segmentation, development of channel value propositions, channel and partner strategy development, transitioning business models, new partner/vendor identification, marketing and communications.

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