



# 5 WINNING PLAYS

FOR SUCCEEDING IN THE  
IT CHANNEL

Gartner®



**GET THE GARTNER  
PERSPECTIVE ON  
WHAT IT TAKES TO  
WIN, KEEP AND  
EXPAND YOUR IT  
CHANNEL BUSINESS**

# THE IT CHANNEL: IT'S A WHOLE NEW BALL GAME

**DO YOU HAVE WHAT IT  
TAKES TO WIN MAJOR  
LEAGUE BUSINESS IN THE  
IT CHANNEL?**

1. Are you consistently identifying and talking to senior IT channel executives with the power to close the deal?
2. Are you having a hard time scheduling one-on-one meeting time with prospects and even existing clients?
3. Are your meetings costly and not time-effective?
4. Are your existing clients deploying your full line of product offerings and aware of your technology advances?
5. Do you have trouble staying ahead of current market trends?



**GARTNER CAN HELP  
YOU RESPOND TO EACH  
OF THESE CHALLENGES  
WITH SPECIFIC CHANNEL  
SOLUTIONS AT:**

**IT ChannelVision**  
OCT 20 - 24, 2007  
La Quinta Resort & Club  
La Quinta, CA

**IT ChannelVision:  
Government Edition**  
(previously Government  
Solution Summit)  
NOV 28-30, 2007  
Gaylord Palms Resort &  
Conference Center  
Orlando, FL

# 1

Are you consistently identifying and talking to senior IT channel executives with the power to close the deal?

**WHY IT'S CRITICAL THAT YOU ANSWER "YES":**

Companies serving the IT channel are often highly specialized and the marketplace is very fragmented. There are those that only sell to government ... while others only sell to telcos. As a result, finding the right resellers can feel like looking for a needle in a hay stack.

Even when you find the right fit for your company's products, you still need to target the senior decision-maker with the power to close the deal and write the check. Otherwise, you could lose valuable time in unproductive meetings with those without the authority and budget to make major decisions.

**THE GARTNER AUDIENCE ACQUISITION TEAM WILL ACT AS A PROSPECTING ARM FOR YOUR COMPANY AND:**

- **Research and identify IT channel executives who are actively seeking vendor partners.**
- **Invite these IT decision-makers to attend as fully hosted guests of Gartner.**
- **Remain in constant contact with these senior decision-makers before the event to assure their attendance.**

As a sponsor of any IT ChannelVision event, you'll receive a full roster of these decision-makers prior to the event, so you can prepare for your presentations and discussions well in advance for maximum effectiveness.

# 2

Are you having a hard time scheduling one-on-one meeting time with prospects, and even existing clients?

**IF YOU ANSWERED “YES,”  
YOU’RE NOT ALONE:**

According to a recent Gartner Events survey, the majority of IT executives now meet with less than 2 new vendors and existing partners per month. Getting an appointment on the time-pressed IT channel executive’s calendar has never been more difficult.

Increasingly, senior IT executives depend on the IT ChannelVision events as their primary venue for conducting technology research and evaluating future partners.

**OUR ONLINE SELF-  
SCHEDULING SYSTEM  
ALLOWS YOU TO:**

- **View the agenda of attending decision-makers before and during the event and schedule meeting times with them.**
- **Receive meeting invitations from IT channel executives looking to meet future partners.**
- **Prepare in advance for these on-site meetings for maximum ROI.**



Are your meetings  
costly and not  
time-effective?

**WHY YOU CAN'T AFFORD  
TO ANSWER "YES":**

Traveling to see multiple prospects can exhaust your travel budget—not to mention your sales force. While face-to-face meetings are the key to building profitable relationships in the IT channel, you need to maximize your selling time by managing your prospect interactions efficiently.

**Private Boardroom Appointments, which are the hallmark of the IT ChannelVision value proposition, give you an unsurpassed opportunity to:**

- **Present your solutions to a minimum of 10 to 12 key decision-makers at the same time in a collegial atmosphere.**
- **Make immediate connections with new prospects at the peak of their partner research.**
- **Update existing customers about your new product offerings to expand your reach deeper into their organizations.**

“Outstanding Event! It helped put TeamQuest on the map with many key Solution Providers. For example, 11 of 13 attendees in one of our boardrooms wanted TeamQuest to come to their office to talk with them. That’s a tremendous return on our investment. As a small niche company, we were able to achieve visibility and meet with a critical mass of Solution Providers in one place at one time.”

**John Arnold**  
TeamQuest Corporation

# 4

Are your existing clients deploying your full line of product offerings and aware of your new technology advances?

**WHY ANSWERING  
“NO” COULD BE A  
DANGER SIGN:**

IT channel executives tell us that they are often not aware when their existing vendors expand their technology offerings. This lack of knowledge leaves them open to the overtures of other vendors at industry events ... especially when their current partners are not in attendance.

**Keep your clients focused on your company during the height of the partner evaluation process by playing a major role at IT ChannelVision:**

- **Make important technology announcements and launch new products at World Premieres.**
- **Keep your company top of mind with high visibility sponsorship opportunities such as branded Theme Night Events, Hotel Room Keys, and Boardroom Refreshment Areas.**
- **Forge tighter relationships with your current clients by spending quality time together at our popular Golf Tournament and awards celebration.**

**PLUS: CREATE A GOOD  
“BOARDROOM BUZZ”:**

When existing clients attend your Private Boardroom Appointments, they do more than learn about your new products and capabilities. These “key players” are usually happy to share their positive experiences and new knowledge with their colleagues who may also be looking for new technology partners.



Do you have trouble  
staying ahead of current  
market trends?

**WHY “YES” IS NOT AN  
ACCEPTABLE RESPONSE  
IN TODAY’S RAPIDLY  
CHANGING IT CHANNEL:**

New technologies, new buyers and new preferences are altering the IT channel landscape worldwide. Margins keep getting tighter, and the transition to solution selling continues to be a major focal point. To succeed the inevitable marketplace consolidation, you need a sustainable channel strategy to leverage current and potential partnerships, acquire new business, and improve profitability.

Gartner Insight Sessions and your One-on-One Meetings with the Gartner Analysts will equip you with the market intelligence to succeed in the IT channel.

“IT ChannelVision was a very well planned show. We were able to maximize our time spent with partners and prospects, while getting exposure to the best current market trends and analysis.”

**Jon Murphy**  
Digitiliti, Inc.



# DO YOU HAVE ANYTHING ON YOUR FALL CALENDAR THAT EQUALS IT CHANNELVISION'S ACCESS TO BUSINESS OPPORTUNITIES?

**WHY "NO" COULD MEAN MISSING OUT ON A KEY CHANNEL SELLING SEASON:**

Billions of dollars flow through the IT channel every year — and fall is a key season in the budget cycle. In this market, where contracts are signed based on personal relationships, sitting out a season on the sidelines could mean losing significant business and market share.

**IT CHANNEL EXECUTIVES DISCUSS HOW THEY INTERACT WITH VENDORS**

"My organization is large enough that I am often not aware of what we may be doing with a vendor or potentially, even worse, my understanding may be based on out-of-date information. A vendor may have totally revamped their product offering, but since I believe I know what they do, I may be missing opportunities based on their new reality. For example, I met with a firm a few shows ago, found out we had agreements in place and kind of agreed to keep in touch. I had forgotten about it until the last IT ChannelVision, when due to a change in one of my client's requirements, we are now almost a perfect match. I would not have been

aware of this if the vendor hadn't been at IT ChannelVision."

**JIM FRASER**  
EDS Director  
US Government Solutions

"My purchasing choices are greatly impacted by the level of my rapport with the representatives of the vendors I deal with. The IT industry is infamous for its high level of turnover and as such new relationships must be continually developed and fostered. In my experience there is no substitute for the face-to-face interaction at IT ChannelVision. Within the space of the last three IT ChannelVision events, I

# WHO YOU WILL MEET THIS FALL AT IT CHANNELVISION

## IT CHANNELVISION

Major and emerging System Builders (including a full range of PC Assemblers) and xSPs (Solution Providers, System Integrators and VARs) serving small, midsize and large businesses.

## IT CHANNELVISION: GOVERNMENT EDITION

Tier I and Tier II Integrators including Prime Contractors, Large Systems Integrators, Large and Mid-Tier VARs, Small and Disadvantaged Businesses and other Solution Providers and Recommenders focused on the Federal, State & Local IT marketplace.

have seen no less than four personnel changes with attending vendors that relate directly to my business. As such, IT ChannelVision offers a great opportunity to regroup and grow relationships with these same vendors and rebuild the lines of communication that were damaged due to turnover.”

**JOSH SMITH**  
BioHazard Computers

“There’s nothing better than face-to-face meetings. Whether the vendor takes us out to dinner—or we just meet one-on-one—it’s important that they’re there to support, listen and build on our existing relationship. I go to IT ChannelVision to

source new vendors and technologies as well as to build stronger relationships with existing vendors. This is done by strategizing with them on ideas, programs and current marketing conditions. This information, which can include specific ideas, compliments or complaints, is invaluable to the vendor. And if the vendors choose not to come to the event, they’re really allowing the competition to be all over the prospects, which leads to supplier switching. It has happened—I can assure you of that.”

**RICK JORDAN**  
DocuCom Imaging Solutions

To find out about remaining Sponsorship opportunities for both IT Channel Vision and IT ChannelVision: Government Edition, contact:

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**Gartner.**

**IT ChannelVision.  
2007**



OCT 20 - 24, 2007

La Quinta Resort & Club, La Quinta, CA

**BUILD YOURSELF A STRONG  
PROFESSIONAL NETWORK**

and collaborate with them at IT ChannelVision. The IT channel landscape is being altered. Margins continue to get tighter and the transition to solution selling continues to be a major focal point. Ensure your success by having a targeted market focus and a collaborative network of customers and partners, one that you can only get by participating at IT ChannelVision.

**Gartner.**

**IT ChannelVision:  
Government Edition  
2007**



NOV 28-30, 2007

Gaylord Palms Resort &  
Conference Center, Orlando, FL

**CAPITALIZE ON THE \$120 BILLION  
GOVERNMENT IT MARKET**

IT ChannelVision: Government Edition (previously known as Government Solution Summit) can help you forge profitable connections in the government marketplace—the 2nd largest U.S. vertical. Get Gartner insight on the unique rules of engagement for gaining contracts in this rapidly growing IT channel.

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