Digital Transformation: A Tale of Two Channels
Rob Spee, Director, Global Channels
52% of all Fortune 500 companies in the year 2000 are gone today.
AGENDA

• The digital transformation
• Changes in buyer behavior
• The evolving partner ecosystem
• Tale of two channels
CHANGES IN BUYER BEHAVIOR
“By 2017, buyers will have shifted as much as 50% of their sourcing portfolio to managed service models.”

Alex Soejarto, Neil Chandler; Gartner Principal Research Analysts
Magic Quadrant for Business Analytics Services, Worldwide 17 July 2014
Cloud Analytics Market expected to grow from $7.5B in 2015 to $23B in 2020

Markets and Markets
Cloud Analytics Market Worth $23.1 Billion by 2020 15 July 2015
John Ragsdale Vice President, Technology and Social Research, TSIA
2016 Technology Adoption and Spending Report, May 2, 2016
THE EVOLVING PARTNER ECOSYSTEM
This category comprises of both technology companies which are specialized in providing ICT solutions to a specific industry (eg. retail, manufacturing, financial services) and companies borne out of industry players who are productizing data and IP to resell into their industry ecosystem (what IDC describes as "Industry Cloud").

Providing critical strategy and technical consulting, design and, sometimes, integration services. Many of these players are acquiring assets in the form of digital, information management, big data and other 3rd platform related consulting & technology assets.

Entrepreneurial technology companies that are developing 3rd platform solutions in early stages of commercialization.

A new partner type consisting of agencies that focus on front-office automation, digital marketing, web-commerce and customer analytics for the CMO office but are moving further down the stack.

Specialist data providers and/or data management platforms.
HAVING A VERTICAL FOCUS IS TODAY’S EQUIVALENT OF BEING A GENERALIST

Here is why the traditional IT & Telecom channel is shrinking at an alarming rate - and what to do about it by Jay McBain
WHAT HOLDS COMPANIES BACK?

Source: Capgemini Consulting Analysis
• SAS software is part of a **Bundled Service**
• Includes your **Intellectual Property**
• **A Low Risk, Pay-As-You-Go** alternative
• **Any SAS Software** can be utilized within the solution stack design
• Focused on solving **Specific Business Problems** for clients
• Build your own Industry Cloud managed service
KEY BENEFITS FOR YOU AND YOUR CUSTOMERS

Service
You decide how clients consume SAS

Pricing
You decide how clients pay for SAS

Flexibility
You decide where clients run SAS
RESELLER PROGRAM

HOW WE’RE DOING

- 100% Channel Growth
- 258 Qualified Resellers
- 101 Active Resellers
WHAT WE’RE DOING TO MAKE YOU SUCCESSFUL

• New sales credit policy
• Increasing channel participation
• Updates to Partner Program
• Channel Management Framework
• Sales, pre-sales and delivery education
• Reseller marketing campaigns
• On-boarding program
Which road will you take?
THANK YOU!

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