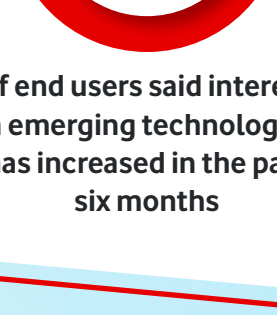


Transforming the channel for the demands of tomorrow

Discover how channel partners can reshape their businesses for the customer needs of tomorrow

Channel partners were once seen solely as technology providers, delivering products and services to meet customer needs. Today, their role goes far beyond that. And it's about to change again.

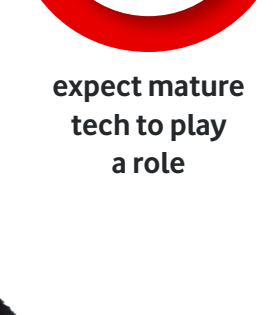
Vodafone's new Partner of the Future research explores the emerging needs of channel partners and their end customers. We've uncovered the key trends remodelling the market and reshaping future channel relationships, and we've identified how partners can stay competitive.



of end users said interest in emerging technologies has increased in the past six months



said emerging technology will be part of their company's vision of the future



expect mature tech to play a role

Future-proof your market lead

Flexibility, education and innovation are at the heart of future channel success.

By understanding how emerging and mature technologies will combine, partners can position themselves as the driving force behind customer growth and transformation.

Here's why:

1 End users prioritise productivity

Businesses are focusing on technologies that deliver advantages, but they are also preparing for the future.

Reasons behind tech usage include:



77%
to increase productivity



68%
because it's the future



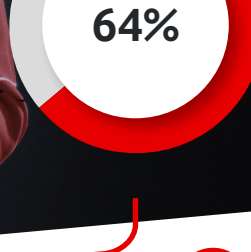
65%
to enable quicker decision-making



64%
to become more secure

2 End users are combining business and tech strategies

Technology is becoming a key component of wider business initiatives, creating opportunities for the channel to advise and educate end users at a strategic level.



of businesses are starting to align business and tech strategies more closely



of businesses are focusing more on business transformation services than technological updates that deliver short-term benefits

3 Technology trends have the most influence on businesses

Most businesses expect technology trends to have the greatest influence on how they operate, while cost pressures are still issues for some.

Trends and business issues with the greatest influence for end users:



86%
tech trends



50%
people trends



21%
sustainability trends



17%
cost pressures

Technology trends of influence include AI, cybersecurity, unified communications, cloud, SaaS and automation.

People trends include remote working, skill shortages, workplace diversity and headcount reduction.

4 Training is valued the most by end users

Over anything else, end users value partners who can provide training, helpdesk and education on the best technologies for them.

What IT support do end users value the most?

1 Training in emerging tech

2 Helpdesk / 24-7 support desk

3 Education in the best tech for their business

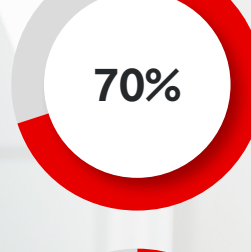
In the future, end users said they will value education in technology more than helpdesk.

While channel partners are generally aligned with end users, many underestimated the value of providing training in emerging tech, as they ranked it in fourth position out of eight available options.

5 Rising demand for sector specialisation

As businesses demand more specialised and complex technologies, channel partners already know they need to pivot to meet the needs of end users.

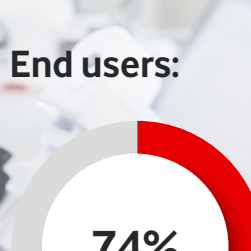
Channel partners:



say they need to consider sector specialisation to remain competitive

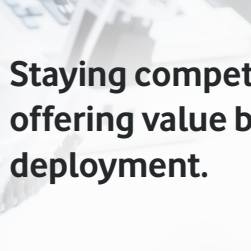


expect to have to remodel what they are traditionally known for



know their sales and marketing teams need to be more closely aligned

End users:

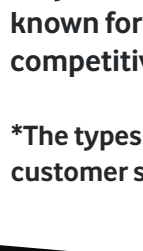


prefer to work with vendors that specialise in their industry

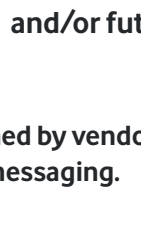
Staying competitive increasingly means offering value beyond tech delivery and deployment.

6 Partners already beginning to evolve

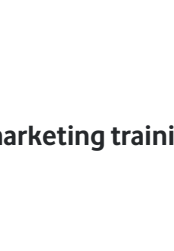
Some partners are already taking steps to evolve further, yet many face challenges with positioning, breaking into new areas, and understanding customers' changing needs.



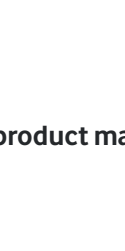
70%
of partners expect to have to remodel what they are traditionally known for to remain competitive



67%
admit to struggling to understand their customers' current and/or future needs



Over a **1/4**
feel challenged to find the best solution for their customers



100%
said they needed help from vendors to drive sales and marketing*

*The types of support mentioned by vendors included sales and marketing training, content, product marketing, customer stories and unified messaging.

Navigate the technology shift

Keeping pace with tomorrow can be a challenge. However, with our specialist support, resources and impartial guidance, you can deliver the right outcomes for your customers' evolving needs.

The world is changing fast. At Vodafone Business we move faster.

- Connecting businesses with confidence
- Empowering people to better serve their customers
- Innovating services to reimagine the way businesses work

Partner with Vodafone

The future belongs to the channel partners who can educate and enable businesses, combining new and mature technologies to address core needs. And that's where Vodafone can take you.

Get the latest insights, intelligence and support from Vodafone Business. Future-proof your journey today.

[Find out more](#)