

HONG KONG, CHINA - [Media OutReach](#) - 10 July 2014 - [RIS](#)

[Ltd](#)

today announced the release of its 2014 RIS-Report -- IT Channel Partners growth by partner classification in Asia, by individual country. RIS Ltd has been analysing the growth trends of the top 8,000 Channel Partners in Asia over the last 3 years to establish these trends.

From this research the RIS-Report identifies two major trends impacting the Channel Partners growth:

- The first trends shows traditional resellers (defined as System Integrators by RIS) are struggling to maintain revenues in the light of virtualisation, and SaaS (Software as a Service) offerings. The partners' response to this is to raise their own service capabilities and become Solution Providers with cloud resale services and their own branded services around domain specialisation.

- The second major trend is the migration of traditional ISV, to an ASP model -- probably the most exciting trend the channels industry has seen in decades.

This RIS-Report analyses the key Channel Partner types, their numbers, and changes in revenues and percentage contributions from 2012 -- 2013, and then combines the anecdotal predictions of their key executives for 2014 -- 2015 outlook.

Gary Kinsley, Managing Director of RIS Hong Kong Ltd said "the massive impact of mobility in the workforce (coupled with how users interact with their data in a mobile environment), combined with the impact of cloud provisioned services' is reshaping the Channel Partner landscape.

"Cloud allows for hosted applications, outsourced datacentres, and managed storage; mobility means VDI and BYOD clients and mobile app's. These trends encourage Enterprises to evaluate if services can be deployed in a cloud model -- be it Private, Public or Hybrid. The net of all of this means a decline in traditional revenue for the established Resellers. However, the winners are the ISV's and ASP's able to leverage a cloud go-to-market model, and the Telco's offering an easy to use Cloud Service Brokerage" he added.

Cecilia Cheung, Marketing Operations at RIS said "the beauty of this RIS-Report is that it's compiled bottom-up from the major Channel Partners in every country in Asia (excluding Japan), and is not just an extrapolation of global stat's with a few assumptions made for the markets in Asia. This is real, defendable data taken from the executives closest to the customers in Asia" said Cheung.

IT Vendors are constantly investigating their Channel Partners growth capacity to support their own business growth goals. To this end, buying data and investigating the growth potential by partner type and by country in Asia has always been a difficult task. However, RIS Ltd has been able to analyse the growth trends of the top 8,000 Channel Partners in Asia which they track, and have released their **2014 RIS-Report - Channel Partner growth by partner classification in Asia, by country.**

downloadable from:

http://www.rishk.net/index_db.php/BuyReport

This report is

Company Logo

<http://release.media-outreach.com/i/Download/1894>

About RIS Hong Kong

Limited

RIS Ltd is an independent IT analyst and consultancy firm headquartered in Hong Kong, specializing in routes-to-market and Channel Partners coverage of the IT, and telecommunications industries. RIS research assists IT Vendors looking to expand their business through Channel Partners across the Asia Pacific region. RIS's clients include Akamai, Aruba, Avaya, CA, Cisco, Citrix, DBvisit, Dell, EMC, EMS, Microsoft, NetApp, Oracle, Polycom, Riverbed, SAP, Seagate, Symantec, and Watchguard.