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The Leading ICT Channel Intelligence Company

Distribution Organization Charts EMEA

Purpose of this document:

- This is a tool that helps Channel Marketing Managers explaining or understanding the Organization of the IT Distribution Channel.
- Charts are to be used for internal & external presentations.
- The flows between partner categories are not indicated, as they vary a lot according to the products, markets and companies.

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Europe's Big 5

- Germany
- UK
- France
- Italy
- Spain

IT & Telecoms Digital Home Distribution Organization

Vendors
Channel
Clients

Strong
Weak

Manufacturer

45% use the Indirect channel

Software Publisher (packaged software)

26% use the Indirect channel

ISV Software sold through a license mode

20% use the Indirect channel

Telecoms Operators

14% use the Indirect channel

Distributors - Broad liner

Overseas Distributors

Large Consulting Company

SaaS & Hosting

Specialized Distributors

Regional or Sub -Distributors

Sub Distributor & Dealer

Large national IT Dealers

Master VARs

Overseas dealers

Mass Retail Distribution

IT Super Store

Dpt. Store

Hyper market

e-Tailer

Non IT Retail

Retail IT - specialist

Assembl lers

Local IT Dealers

Systems & Telecoms Integrators

Local VARs

IT & Telecoms Services

Software Integrators

Ind. Consul tant

Individuals

SoHo < 10 empl.

Lower SMB 10-50 empl.

Upper SMB 50-250 empl.

Local Authorities

Mid Market 250 – 500 empl.

Large Firms 500 – 2500 empl.

Public Services Central Administration

Very Large Accounts > 2500 empl.

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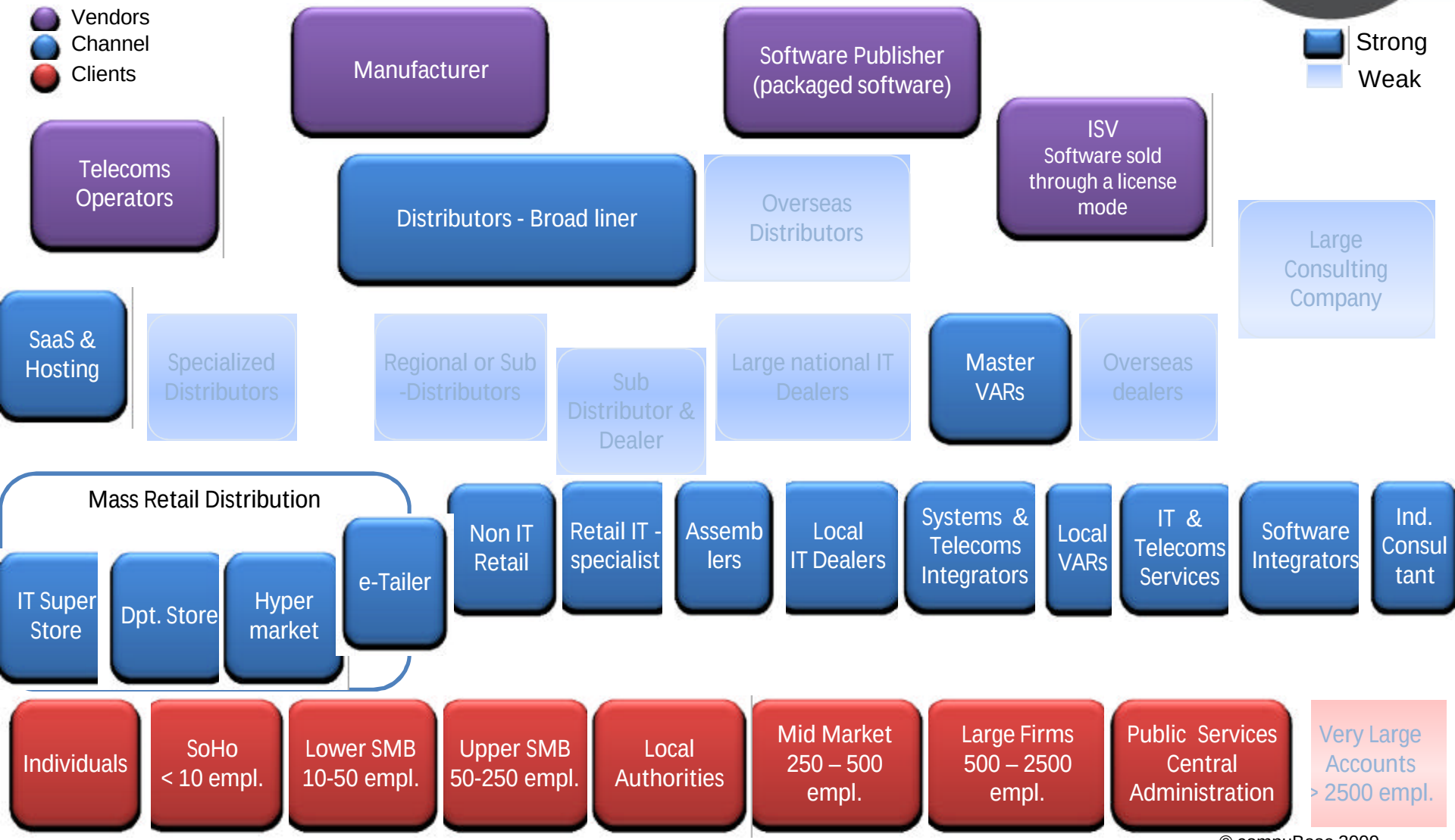
Other Western Europe

IT & Telecoms
Digital Home
Distribution Organization



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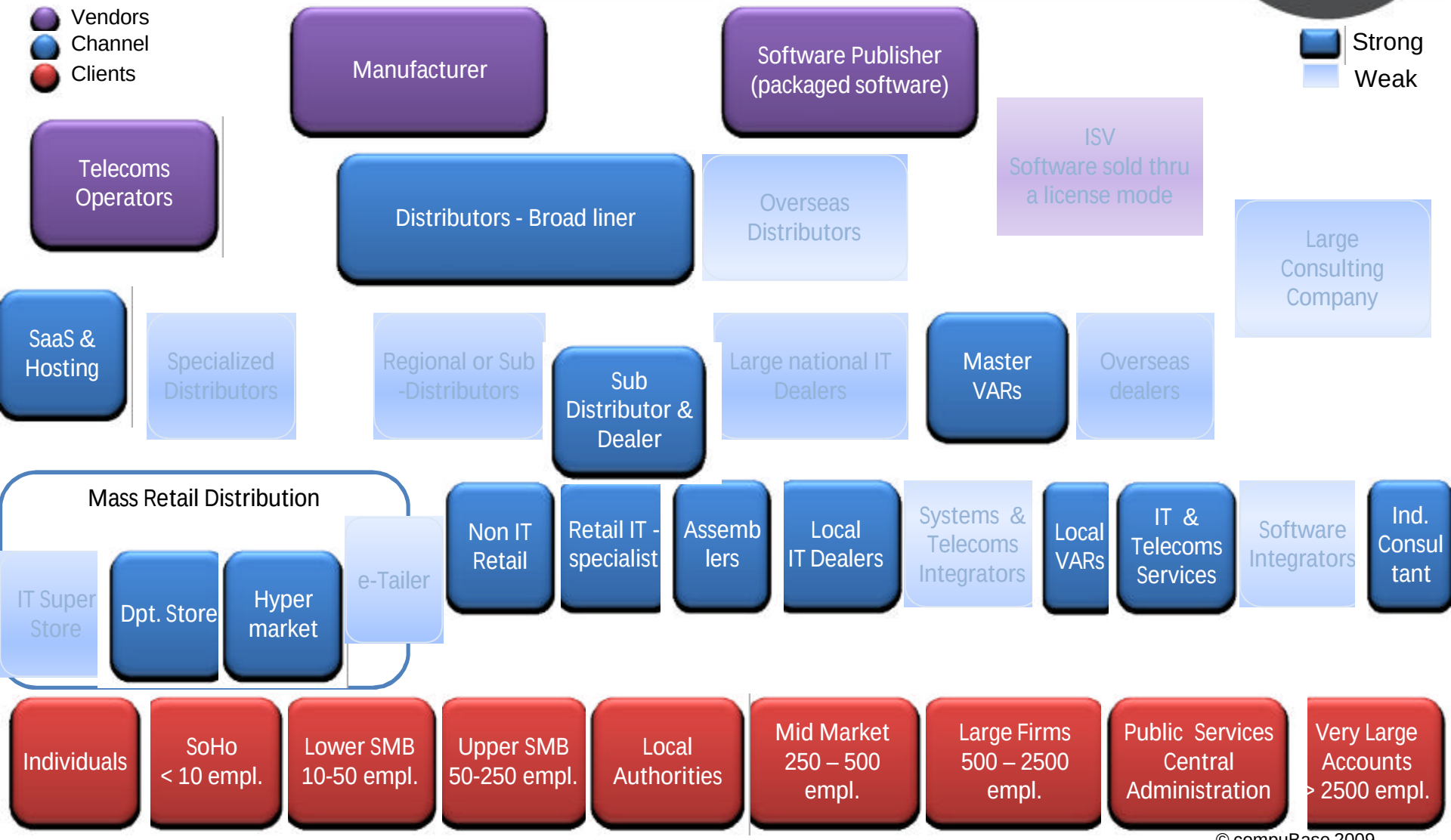
Other EMEA large countries

IT- Telecoms
Digital Home
Distribution Organization



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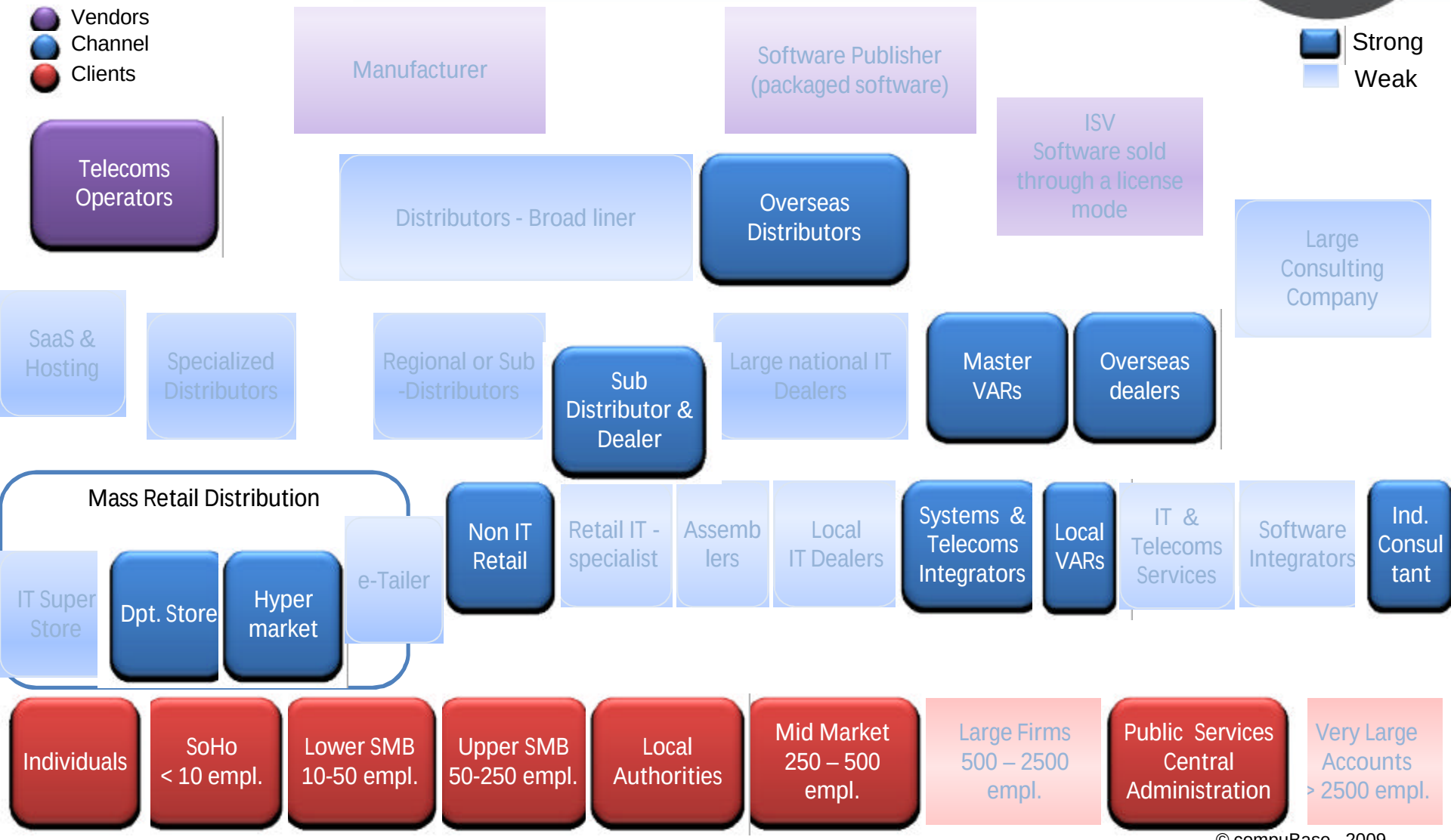
Other EMEA Small Countries

IT & Telecoms
Digital Home
Distribution Organization



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How to use it

- the different levels marked with different colors correspond to the three levels in the distribution channel:
  - Manufacturers (in mauve)
  - Distributors (in blue)
  - Clients (in red)
- the 2 color levels used correspond to
  - the brighter – less presence on the market
  - the darker – more presence on the market
- this document can be used for
  - a marketing purpose (distribution analysis)
  - a commercial purpose (sales optimization)

For more information, please contact:

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