



## Next-gen technology fuels deal registration

*C4 webinar suggests huge technology impact within 5 years*

Artificial intelligence (AI). Predictive analytics. Machine learning. Next-generation technologies offer great potential for deal registration within just a few years, according to an industry-leading CEO.

“When you do a combined analysis, there will be pattern matching to predict which deals will close or what needs to happen to increase the chances of success. I think that five years from now, every channel manager will look to smart systems to help them to do their job better,” said Jay McBain, CEO of ChannelEyes, during a webinar hosted by the Canadian Channel Chiefs Council (C4). [More](#)

## AWS Partners Network Booms

*IDC report weighs in on what it means for competitors*

AWS is experiencing rapid growth in its revenue and ecosystem and is expanding its capabilities and product offerings at a fast pace. In a recent report, IDC says the expansion reflects a growth opportunity for partners, but also brings challenges for AWS in scaling to address much larger numbers of diverse partners.



The report suggests with the expansion of the AWS ecosystem, partner certification and segmentation within APN become more important. To that end, the vendor is expanding on its certifications and further clarifying APN benefits and requirements.

[Read the full report](#)

## Channel Moves: Who's in, who's out

One of the real mainstays of the Canadian channel community Michael Kerr, channel chief of EMC – now Dell EMC, retires this week.

Kerr has had a stellar career in the Canadian channel. As the director of partner sales for EMC Canada, Kerr delivered 64 profitable quarters in a row for the subsidiary. This was followed by 100 exceptional quarters from his time at IBM Canada. [More](#)



Other changes in the channel since the last newsletter:

- Channel Chief Ang Valentini has left Avaya Canada for a big role at Israeli security vendor Check Point Software Technologies Ltd.
- After serving a stint south of the border, Xerox Corp. veteran and channel chief John Corley will be returning to Canada to lead Xerox Canada. He takes over from Al Varney, who had been president since 2014.
- Dell EMC Canada has promoted Deanna Thomson to the role of Channel Chief for Dell EMC Canada. She replaces Tara Fine who in the new Channel Chief at VMware Canada.



## Are you a top 100 Solutions Provider?

Each year, CDN, the voice of Canada's IT channel community, connects with IT solution providers across the country to collect data for an industry benchmark report. The information is used to create a report that presents an industry overview, as well as identifying market trends.

The data is also used to determine the annual ranking of the Top 100 solution providers as measured by revenue ranges. The Top 100, plus winners in several categories, will be celebrated at a gala in Toronto April 2017.

**To make list - and potentially win - you have to apply and fill out a short questionnaire.**

[Apply Now](#)



## IDC Worldwide IT Channels and Alliances 2017 Predictions WEB CONFERENCE February 2, 2017 Noon EST

Join IDC's Worldwide Channels and Alliances team as they discuss the key trends in software and hardware channels as well as in strategic alliances. Hear a brief review of 2016 predictions and outcomes, and then their predictions for 2017 and beyond.

**Speakers include:**

- Steve White, Program Vice President, Channels & Alliances
- Paul Edwards, Research Director, Infrastructure Channels Research
- Marilyn Carr, Research Director, Software Channels Research
- Chris Webber, Research Director, Strategic Alliances Research
- Pam Miller, Director, Partnering Research
- Margaret Adam, Program Director, IDC's European Channels and Alliances program

[Register Now](#)

Audio replays of this Web conference are available to all registered participants starting the day after the event.



A new press release hosting service powered by ITWC

### **Digital Transformation Awards program launched**

Canadian companies successfully deploying digital strategies and tools to transform their organizations will be celebrated in a new annual awards program created by ITWC, Canada's premier content house serving the IT industry.

[The Digital Transformation Awards](#) is a national program designed to recognize the best examples of business or organizational digital transformations in the country. It is open to all Canadian businesses and government institutions.

[Nominations](#) are now open for the inaugural presentation of awards in four categories: Large private sector transformation, Large public sector transformation, SME enterprise or sector transformation, Public sector SME transformation.

Anyone can nominate an organization for consideration. Nominations close at the end of March and the awards will be presented on June 14, 2017, during a national day-long digital transformation conference in Toronto. [More](#)

*Copyright © 2017 Canadian Channel Chiefs Council, All rights reserved.*