

Artificial Intelligence in the Partner Ecosystem

A measure of how resellers, integrators, and service providers are adopting AI to better their businesses and align with market needs

June 2024

AI: A Transformational Opportunity

Artificial intelligence is more than an opportunity for Dell Technologies and our partners. It's a game-changer that we haven't seen since the beginnings of the cloud computing era.

We recognize the immense potential of AI and see it as a transformative opportunity for Dell's entire partner ecosystem. As AI continues to revolutionize industries and reshape the business landscape, we're empowering partners to capitalize on this rapidly growing market.

Successful AI implementations rely heavily on robust infrastructure, efficient data management, and the identification of high-value use cases. By leveraging its expertise in these areas, Dell aims to provide partners with the resources needed to build cutting-edge AI solutions that drive automation, optimize processes, and deliver unparalleled value to their customers.

We are committed to helping partners navigate the complexities of AI adoption. By simplifying the integration of AI technologies, streamlining data management, and providing tailored solutions, Dell enables partners to meet the unique needs of their customers.

The AI opportunity is creating new revenue streams and enabling expansion into new markets. With Dell, partners can confidently embark on their AI journey, unlocking the full potential of this transformative technology and generating new revenue and profit.

Denise Millard
Chief Partner Officer
Dell Technologies

The AI Revolution: Here & Now in the Channel

Artificial intelligence (AI) is inescapable. The technology isn't new. AI, as a science, has been around since the 1950s, but the capabilities of the current and future application generations are remarkable. Innovations are coming at breakneck speeds. New applications and use cases are appearing almost every day. AI is changing the way people communicate, collaborate, and produce.

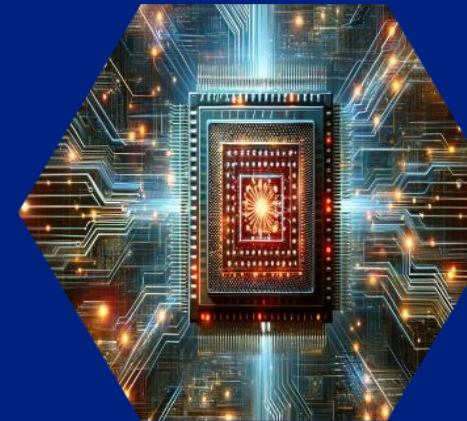
The technology promises to aid in revolutionary scientific breakthroughs that will cure diseases, produce new manufacturing materials, and improve the quality of life. It will make service delivery and technology consumption easier, faster, and more affordable. It will reduce risk and mistakes in business decision-making. And it will give real intelligence creatures – humans – more time for creativity and exploration.

Over the next three years, AI will rewrite and revolutionize more than the technology industry and channel but nearly every aspect of the economy. By some estimates, AI will impact 40% of all jobs and create new workplace opportunities.

In the channel, AI is already having an impact. Software vendors are incorporating AI algorithms in their applications to improve functionality and output. Hardware vendors are redesigning their products to facilitate AI workloads and more dynamic management. Service providers are using AI tools to improve the quality and speed of customer support.

AI is the future of partnership. Dell Technologies, in collaboration with Channelnomics, a leading industry research and strategy firm, surveyed hundreds of solution providers around the world to assess their perceptions, capabilities, and plans regarding AI. Dell and Channelnomics have quantified the channel's readiness for the AI revolution through this research.

Our intention with this report is to provide you — our partners — with insights and guidance on your position relative to the rest of the channel and industry. This report is a snapshot of the current AI capabilities and trends in the channel today and over the next year.



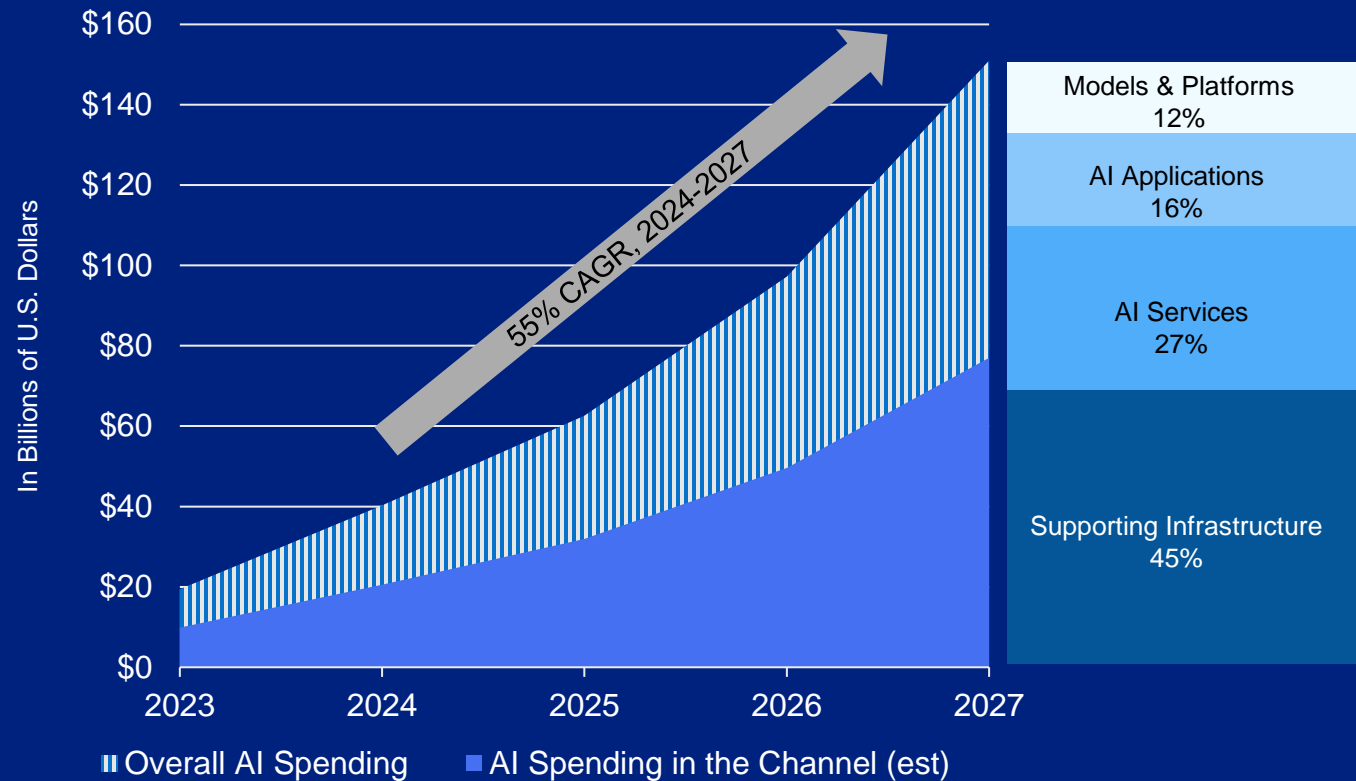
AI: The Massive Market & Channel Opportunity

Artificial intelligence is becoming the most transformative market force of our era. With businesses investing over \$40 billion annually in AI products and services, this spending is anticipated to surge by 55% each year up to 2027.

Partners — resellers, integrators, and service providers — are poised to grow with AI. These developments promise to open new avenues for sales among partners, particularly in areas such as endpoint refreshes, advanced computing for data centers, business software, data management, analytics, and managed services.

Significantly, over half of all expenditure on AI projects is expected to be channeled through these partners, focusing on the requisite servers, storage solutions, and networking equipment essential for managing AI workloads. This underscores the channel's central role in selling, implementing, and supporting AI technologies.

Projected Worldwide AI Spending



Source: IDC for general AI spending forecast; Channelnomics for channel AI spending (AI spending by category is the forecast for 2024)

Partnering With Dell Is the Pathway to AI Success

Dell Technologies is partnering with leading AI innovators like NVIDIA to develop new infrastructure and support products that will enable partners to build the foundations of cutting-edge AI systems.

In addition, Dell is collaborating with other vendors, ISVs, integrators, and service providers to identify use cases and reference architectures for building solutions that address customers' AI needs.

Dell's AI factory goes beyond building products; it's building ideas that translate into value.

“Everybody who is building these chatbots and generative AI, when you're ready to run it, you're going to need an AI factory. And nobody is better at building end-to-end systems of very large scale for the enterprise than **Dell.**”

- Jensen Huang, CEO, NVIDIA



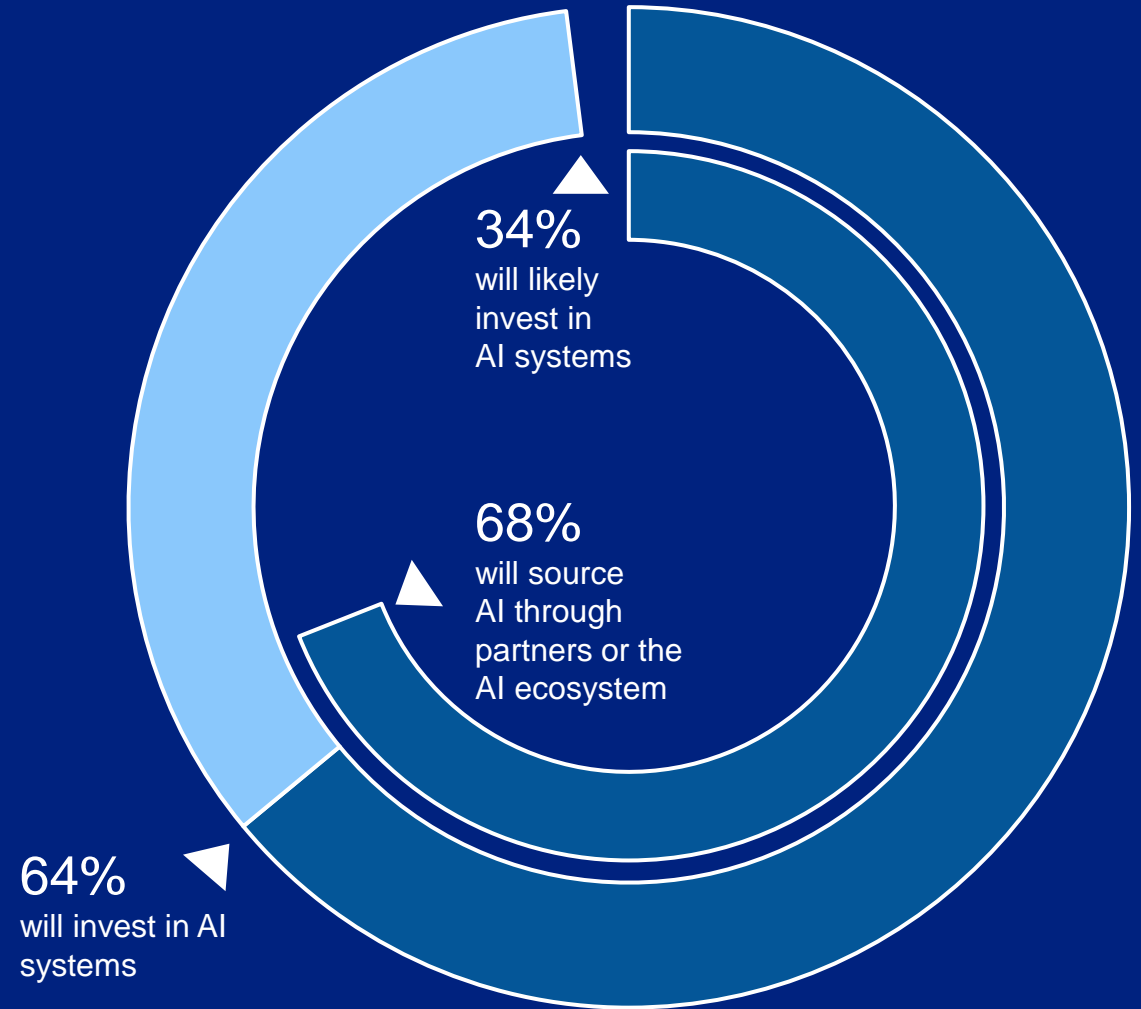
Businesses Are Investing in AI Now

Businesses are already investing in AI tools and resources to augment and optimize their operations, increase productivity, and improve customer experience. They're not sitting back waiting to see what comes next; they're actively making investments and plans for AI systems.

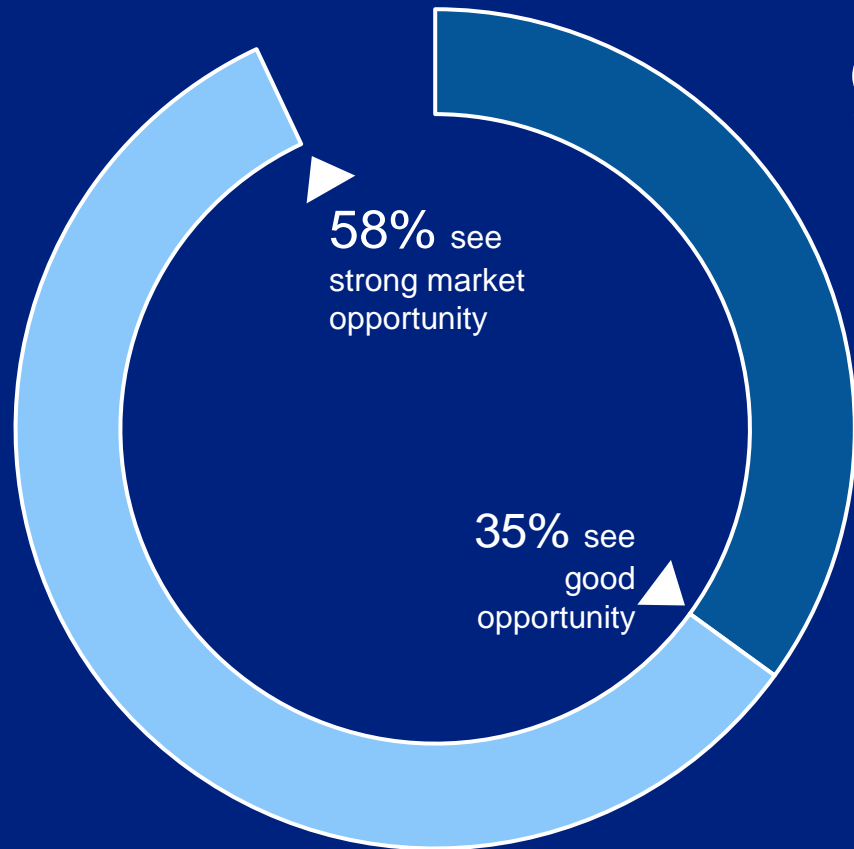
Nearly two-thirds of businesses are investing or will invest in AI systems over the next two years. More than one-third will likely make AI investments over the same period. Only 2% of businesses said they have no plans to invest in AI.

Businesses know they can't go it alone in their AI journeys. To reap the benefits and achieve the outcomes they seek, businesses are looking to qualified partners and the AI ecosystem to design, implement, and support their AI systems.

Not only is the AI opportunity massive, but partners can expect a welcoming market that knows it needs their support and services in the AI journey.



Partners See the AI Opportunity



93% rate the AI market opportunity as “good to strong”

Partners perceive the AI market as robust, with substantial justification. Nearly one-third of all AI investments are allocated to modernizing infrastructure and endpoint devices, accommodating the significant bandwidth and processing demands of AI workloads.

AI is already driving demand for new data center capacity. An average of three new facilities are emerging daily — each one requiring servers, storage arrays, switches, routers, and power supplies, predominantly distributed through the channel.

Furthermore, the growing demand for AI applications is set to carve out additional niches for partners, notably in software sales, data management and analytics, security, and professional services.

While enduring sectors like cloud computing and security retain partner interest due to their solid market prospects, AI stands apart in its capacity to engender optimism regarding its potential to spur sales and catalyze growth.

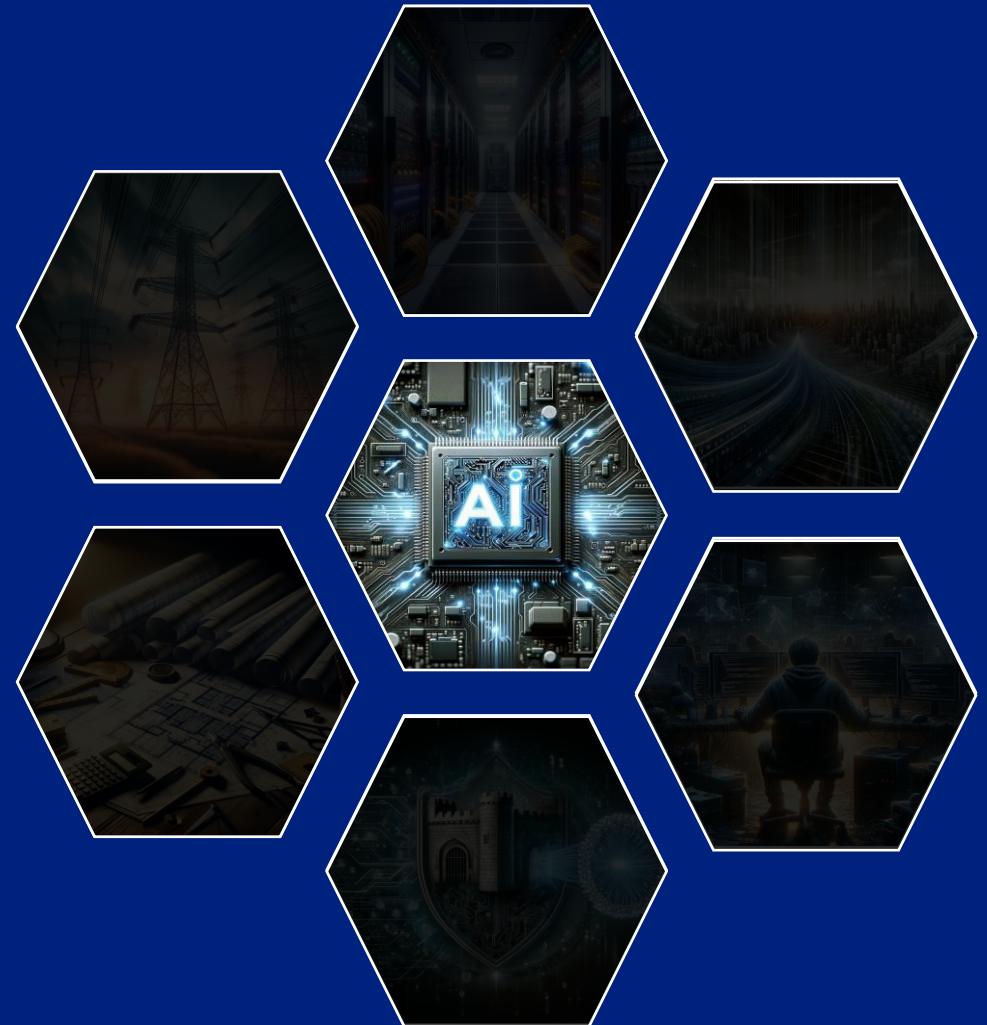
AI Impediments Are a Partner Opportunity

AI is already having a huge impact on the IT market and general economy. Businesses are embracing AI to optimize workflows and productivity, but there's much more to come in new products, use cases, and innovations.

Channelnomics has identified 6 general impediments to AI adoption.

1. Insufficient Infrastructure
2. Data Hygiene & Management Challenges
3. Lack of Qualified AI Talent
4. Operational Security Issues
5. Unclear Use Cases & Reference Architectures
6. Insufficient Power & Data Center Capacity

While impediments usually result in slowing opportunities, AI challenges represent opportunities for partners to work with and support AI development, adoption, implementation, and expansion.



AI Impediments: Insufficient Infrastructure

Most of the existing data center, network infrastructure, and end points are insufficient in processing capacity to handle the coming AI workloads. Market analysts project that business spending on data center and networking upgrades will jump as much as 10% in 2024 and climb further in 2025.

AI deployments will largely mirror the rollout of Internet of Things. As much as one-third of all AI spending over the next three years will go toward the purchase of infrastructure products already sold and supported by partners. Up to 25% will go toward professional services for deploying and integrating AI applications with legacy infrastructure and systems.

The AI opportunity isn't simply about advanced software and algorithms. For partners, it's also about creating frameworks using the technology building blocks already in their portfolios.



AI Impediments: Data Hygiene & Management

AI is entirely dependent on leveraging the copious volumes of data generated by businesses. The future of AI, combined with business intelligence, requires access to data across the entire enterprise. It also requires data integrity (data that's true and reliable) and data that's well-structured for use in different applications.

Unfortunately, most businesses struggle with organizing and maintaining good data resources. Many organizations lack access to the operational data they need because of insufficient systems, poor structures, and barriers posed by siloed departments. The lack of data access and poor data hygiene will slow the ability of businesses to adopt AI in meaningful ways.

This is an opportunity for partners that can help businesses identify the data sources they need for AI solutions, create connections between data sources, and establish practices that result in high-integrity information and data sources. Partners with data management expertise and capabilities will be in high demand in the AI era.



AI Impediments: Lack of Qualified AI Talent

In Silicon Valley and around the world, the salaries and compensation packages for engineers and programmers skilled in AI are skyrocketing. The market has too few AI specialists relative to market demand. And the demand is high. It's not just technology companies looking for AI talent. Every business that runs on data — and that's virtually every business out there — is looking for AI talent to help build its systems and create competitive advantages.

The high demand for AI talent will create challenges for partners, as they, too, need qualified people to sell, build, and support AI systems. However, customers will turn to partners with solid AI technology benches to help augment their internal development programs or to outsource entire AI projects.



AI Impediments: Operational Security Issues

Security professionals know the CIA triad — confidentiality, integrity, and availability — by heart. This paradigm is a means for businesses to ensure that their data 1) is kept out of unauthorized hands, 2) remains truthful and accurate, and 3) is accessible to the right people and systems.

When it comes to AI, the CIA triad is paramount. Large language models rely on access to data and systems. However, AI also has a way of exposing information to multiple systems and parties, with systems administrators sometimes authorizing access unwittingly.

Businesses will need specialists who understand the AI security paradigm, can ensure that the data feeding into and produced by AI systems reaches only authorized users, and are able to prevent unauthorized access to and interference with those systems.

Just as security specialists are in demand to safeguard existing IT systems and resources, more security professionals will be in demand to help protect AI systems and keep them operating optimally.



AI Impediments: Unclear Use Cases

In 2023, ChatGPT took the world by storm, showing even novices the potential power of AI. In the past year, businesses have exercised their imaginations about what AI can do for them. Many perceive that AI will help cut operating costs and increase productivity, leading to higher profits.

Unfortunately, the AI and IT industry have promoted mostly AI concepts, not use cases. The market lacks concerted plans for how to implement AI in meaningful ways that will produce the dramatic results businesses seek. The lack of reference architectures, too, will slow adoption as businesses take more time to further evaluate concepts — their costs and ROI.

Partners that develop use cases with application across verticals and customer sets, create repeatable processes, and demonstrate AI implementations that scale won't just overcome this challenge; they'll establish a competitive advantage in the market.



AI Impediments: Insufficient Power & Data Center Capacity

AI systems require tremendous processing power. The AI chips being developed by semiconductor manufacturers are larger than conventional GPUs. And these systems require a tremendous amount of power.

Hyperscalers and businesses are building out data center capacity at a rapid pace just to keep up with the demand for cloud computing. The world is adding three data centers a day, and new data center construction is backing up by as much as six years. The reasons: There isn't enough electrical capacity in the power grid, and the power sources are in the wrong places.

This is the one challenge that falls outside partners' control. No matter how skilled they become, they can't directly address the need for 100 gigawatts of new electrical generation capacity — enough to power 82 million homes — to power AI systems.

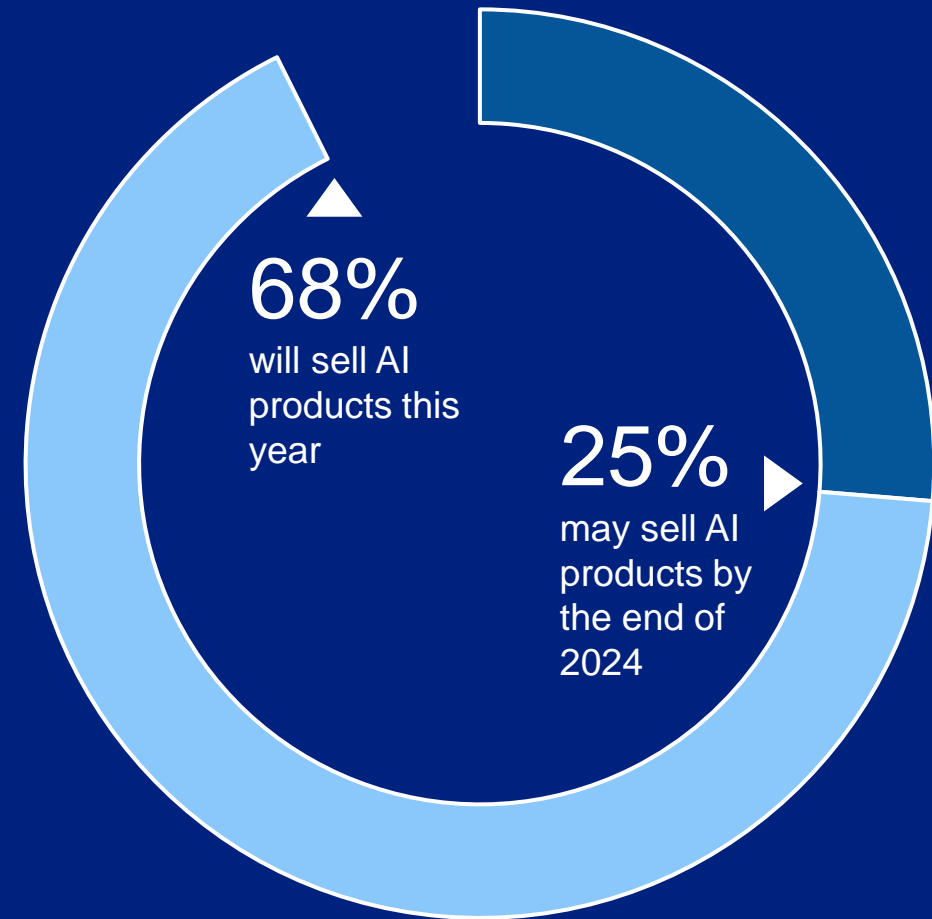
Partners can have an impact by helping their customers build energy-efficient infrastructures, optimize existing and future workloads, and prioritize projects that will have the greatest impact. The power and data center capacity will come; partners can help bridge the time gap.



Partners Are Jumping on the AI Opportunity

Partners aren't merely recognizing the potential of AI as a lucrative market and growth opportunity; they're actively strategizing and executing plans to capitalize on it. Two-thirds of partners are poised to introduce some AI product or service this year. Most partners say that they're prepared to sell and support AI products, and nearly all say they'll have the resources in place this year to jump into the AI market.

This expected surge in demand and the rapid expansion of AI product sales are prompting partners to bolster their capabilities and increase their capacities across various domains of artificial intelligence. These investments are strategic, ensuring that partners aren't just sellers but also knowledgeable enablers in the AI landscape, adept at navigating and exploiting the myriad opportunities.



Best AI Market Opportunities: Infrastructure



62%
see infrastructure
as the prime AI
market opportunity

Nearly two-thirds of partners pinpoint infrastructure spending as the prime market opportunity within the AI sector. They're aligning their business models to sell, implement, and support the essential infrastructure that powers AI technologies. AI specialists have reached a consensus that the bulk of current data center and network-level hardware isn't up to par for handling the demands of AI workloads. This gap necessitates a significant update of much of the existing infrastructure to fully exploit AI's capabilities.

Reflecting this trend, IDC anticipates a 10% hike in expenditures on servers, storage, switches, and routers in 2024, correlating with businesses bolstering their AI capabilities. As AI becomes more ingrained in the operations of large and midsize companies, it's projected that infrastructure investment will continue to ascend over the next three years.

The scope of infrastructure investment extends beyond the network layer, touching endpoints as well. After a two-year slump in PC sales, market analysts forecast a resurgence, driven by manufacturers like Dell preparing to launch AI-enabled endpoints. These devices are expected to localize AI functions, thereby enriching the user experience.

Best AI Market Opportunities: Professional Services

One of the biggest problems end users face in adopting AI is readiness. A common complaint among business and IT leaders is that they don't know the use cases they should adopt.

Partners recognize this need and see the opportunity to provide professional services to help end users identify AI potential, design the systems they'll need for use cases, and implement the solutions to achieve desired productivity results.

Additionally, professional services will help solve another thorny problem that customers face: lack of data readiness. Businesses are data-generating factories. While they produce copious volumes of data, most is unorganized and siloed.

Partners can count on their customers seeking support to better organize, clean up, and make accessible the data required to fuel AI solutions.



61% ▶ see professional services as the AI opportunity of choice

Best AI Market Opportunities: Reselling Products

The market is replete with AI solutions from established vendors and cutting-edge start-ups that promise to augment user productivity and trim operational expenses.

For partners, this plethora of products translates into a wealth of opportunities to curate and resell a selection of AI tools that promise the most substantial impact for end users. Partners are in a unique position to identify and recommend AI solutions that not only streamline processes but also align with the strategic goals of businesses seeking to optimize their performance.

The potential to deliver cost-effective, efficiency-driven AI products is vast. Partners leverage their expertise to navigate this crowded marketplace, identifying products that stand out for their ability to integrate seamlessly with existing systems, thereby offering a smoother transition into AI adoption.

In doing so, they provide value that extends beyond mere cost savings to include enhanced decision-making capabilities, predictive analytics, and automated workflows that can redefine operational efficiency.



39%

see reselling AI products as advantageous

Best AI Market Opportunities: Reselling Services

Many partners have homed in on the resale of AI services as a substantial market opportunity. These AI services consist of cloud-based or hosted applications and the necessary support services vital for successfully implementing and managing AI resources.

Partners will offer cloud infrastructure and platforms for deploying AI technologies and consulting services for help integrating AI into existing business processes.

By facilitating access to AI capabilities, partners provide a crucial link for businesses that might otherwise lack the expertise or resources to adopt such technologies.

Partners will enable organizations to leverage AI's transformative power with greater agility and less financial burden, positioning themselves as essential conduits in the rapidly expanding ecosystem of AI solutions.



38%
see reselling AI
services as a strong
market opportunity

Best AI Market Opportunities: Reselling AI-Enabled Applications

One-third of partners are setting their sights on reselling applications with embedded AI features, viewing this as a promising market niche. Their perspective underscores the growing demand for intelligent software solutions that can enhance business operations with minimal disruption.

Such applications range from customer relationship management (CRM) systems that predict consumer behavior to enterprise resource planning (ERP) tools that optimize supply-chain efficiency through advanced analytics.

For partners, this area represents a sweet spot — offering applications that businesses can integrate with their existing digital infrastructure to gain immediate benefits from AI. This eliminates the need for organizations to develop their own AI systems from scratch, which can be a costly and technically complex endeavor.

By providing AI-enhanced applications, partners empower their clients with immediate access to the latest AI advancements, driving forward the digital transformation agenda and creating a competitive edge for both resellers and end users.



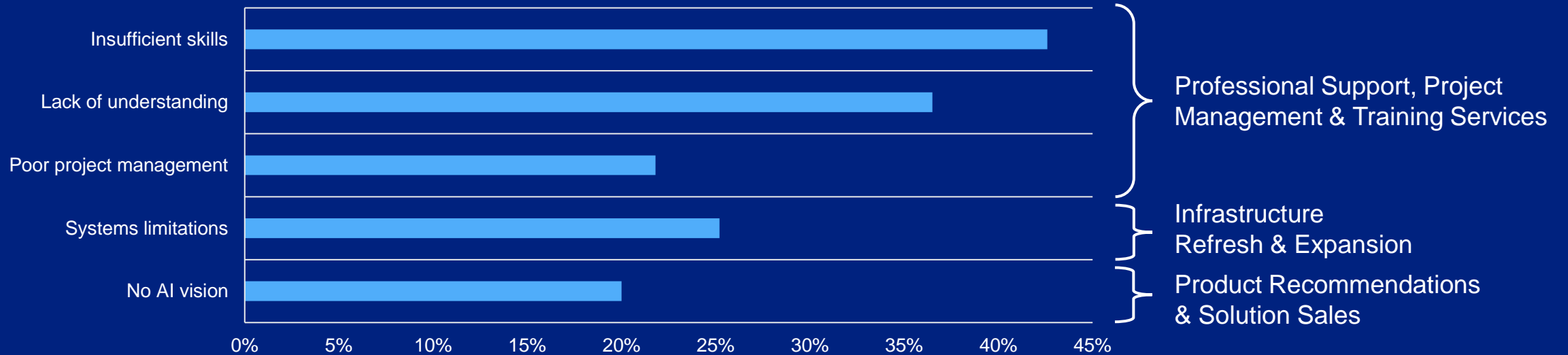
32%

see reselling applications that include AI-based functions as the best market opportunity



Partner Perspectives Align With Customer Needs

Factors Impeding End-User AI Adoption



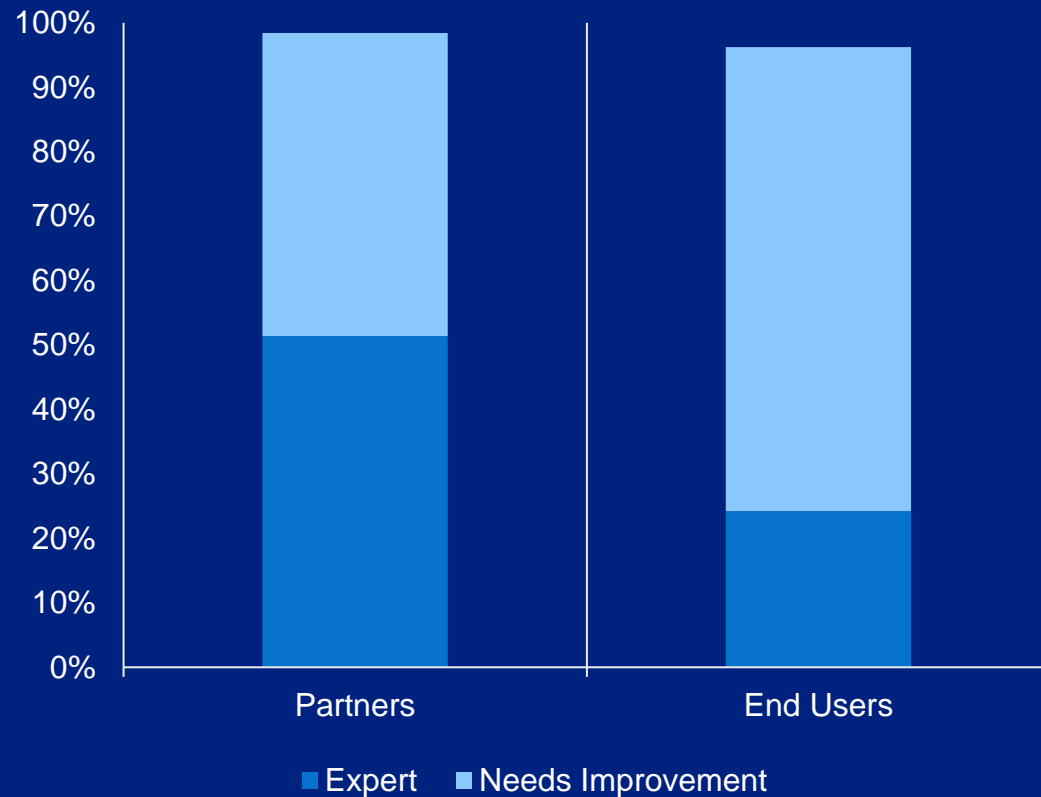
Global end customers — from large enterprises to SMBs — are convinced of AI’s potential, yet they often lack the vision, knowledge, skills, and resources to implement solutions. While chatbots powered by extensive language models have gained traction, there’s a broader need for help identifying and implementing the appropriate AI solutions for specific needs.

End users' most pressing needs translate into opportunities for partners. The significant potential perceived by partners in professional services and infrastructure sales stems from these being the areas of greatest necessity for end users. Partners equipped with AI knowledge, vision, and expertise are likely to realize the highest returns on their investments in AI capabilities.



AI Skill Gap Favors Partners

AI Skill & Capability Levels



Most partners position themselves as proficient in AI, claiming expertise or at least a substantial foundation in AI skills with potential for advancement. This self-assessment reflects a high degree of confidence and competence in managing and deploying AI solutions, positioning partners favorably in a market that's rapidly adapting to incorporate these technologies. Such expertise equips partners with a distinct competitive edge and opens doors to new opportunities within the AI arena.

In contrast, only a minority of end users — about one-quarter — consider themselves experts in AI. The bulk of them acknowledge a need to enhance their AI skill sets.

This disparity in self-reported expertise underscores a significant opportunity for partners to serve as guides and educators in the AI journey, providing the necessary support and services to bridge the skill gap faced by end customers. As AI continues to permeate various industries, the demand for such guidance is poised to grow, further demonstrating the strategic importance of partners' AI acumen.



AI Knowledge & Skills Have Market Value

64%

of end users rate their current AI implementations as only somewhat successful or having no measurable impact on their operations

82%

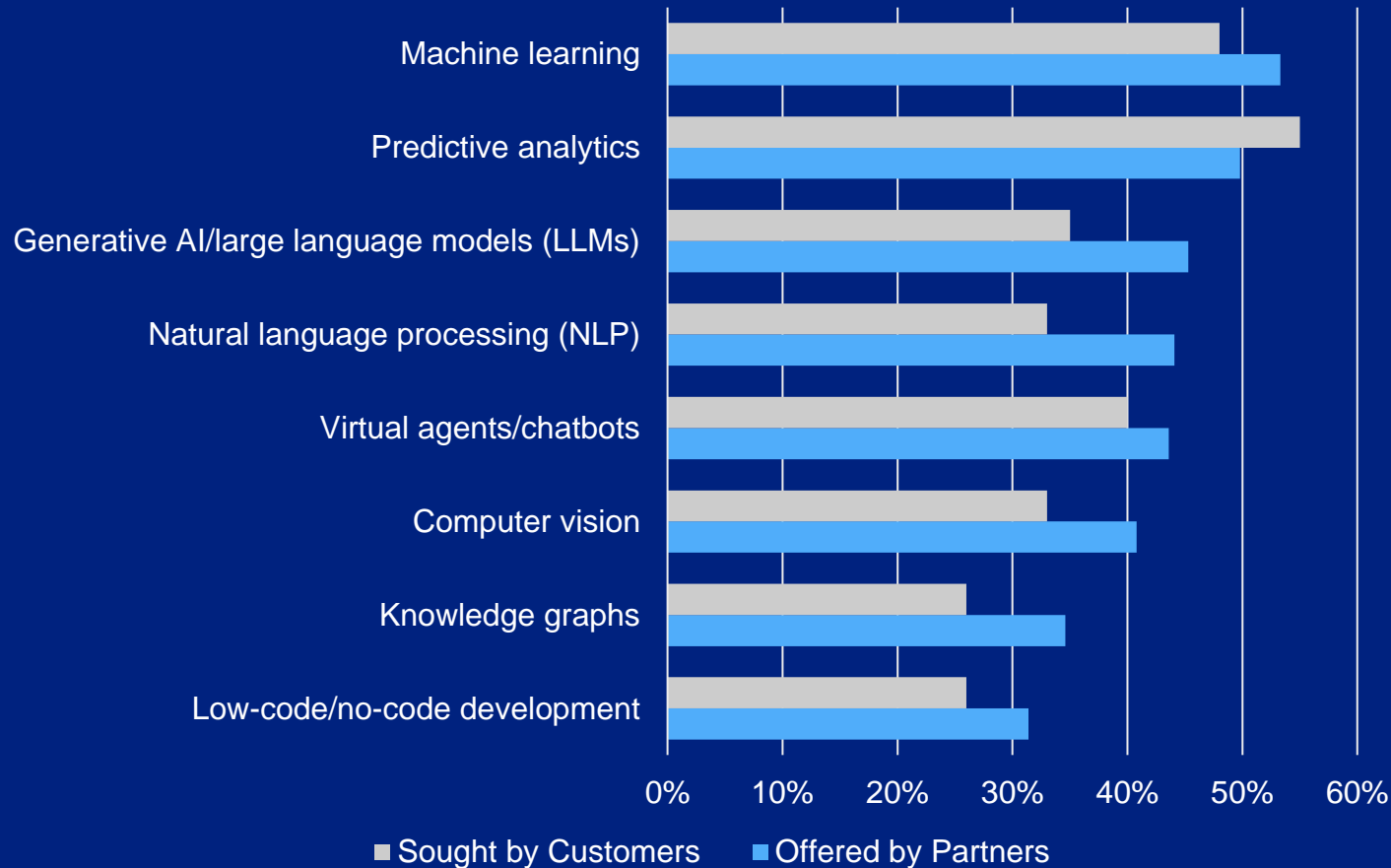
believe skills acquired through the internal use of AI tools and services are transferable to customers in value-added services

End users aren't fully satisfied with the outcomes of their AI implementations. Often, the source of this dissatisfaction is a lack of skills and resources.

Partners believe that the AI skills and expertise they acquire during internal AI implementations are transferable to their customers.

This means there's an opportunity for service providers to play a pivotal role in bridging the skill gap, using their acumen to enhance end-user satisfaction and operational success through tailored AI solutions.

Partners & Customers Align on AI Technology Supply & Demand

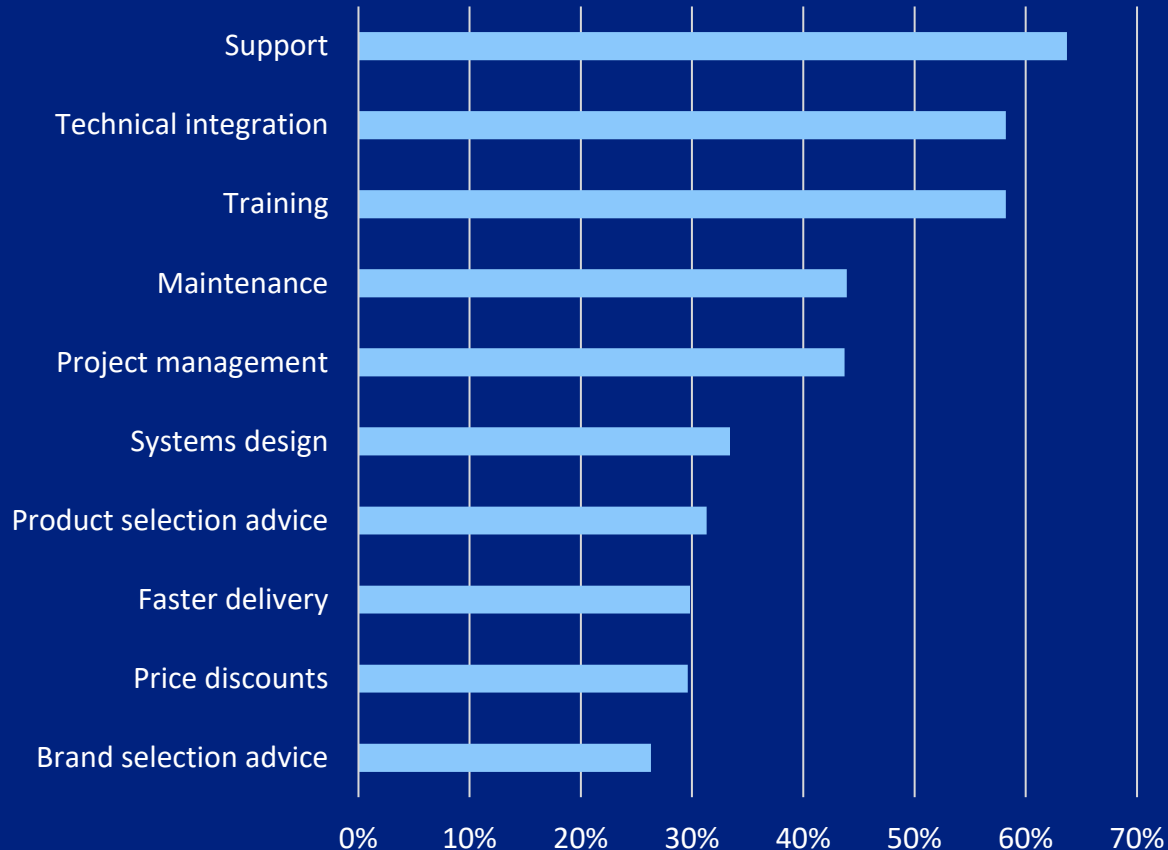


The burgeoning interest in artificial intelligence technology has led to an uncommon synergy, with the partner community poised to deliver the very products and services most desired by customers.

This is especially true in the areas of machine learning, predictive analytics, and virtual agents and chatbots.

This congruence between what's available and what's needed negates the necessity for partners to invest in educational efforts regarding these technologies. Instead, they can dedicate their resources to aiding customers in pinpointing and integrating the most suitable technologies for their unique objectives. Such congruity is likely to streamline the sales process.

Customers See Benefit in Working With Partners



The complexity of AI system development and deployment compels business buyers to seek third-party project support. More than two-thirds of businesses will source AI products and services through partners or a partner ecosystem with the expertise and capacity to deliver AI systems.

Businesses, regardless of their size, look to partners to provide the support they need to identify solutions, prepare data sources and infrastructure, and maintain AI systems. They seek partners that can offer not just know-how in technical integration but also the ability to train and transfer knowledge to their teams.

While many solution providers believe customers will seek price concessions in their IT purchases, businesses seek value above savings. Most customers will pay more for a better experience, so many seek project management support, product selection advice, and faster times to market through their solution providers.

Businesses recognize the value of working with partners. They know they don't know everything they need to when building AI systems, and partners are their source for safer investments with value-producing outcomes.

Learnings From AI Global Readiness Study

The global partner community is ready for artificial intelligence, and it's embracing the technology as a part of its product and service portfolio that can improve end-user business operations. Through our research, we learned much about partner AI readiness.

- **AI Adoption and Readiness:** A substantial number of partners are embracing AI, with two-thirds poised to offer AI products or services by 2024, underscoring a proactive approach toward leveraging AI technologies to enhance their operations and service offerings.
- **Market Opportunity Recognition:** Partners overwhelmingly perceive AI as a significant market opportunity, with 93% rating the AI market opportunity from "good to strong," indicating a broad consensus on AI's potential to transform business models and open new avenues for growth.
- **Investment in Infrastructure and Professional Services:** A significant emphasis is placed on investing in infrastructure and professional services to support AI technologies, driven by a recognition of the critical role these areas play in facilitating AI adoption and realizing its benefits for both partners and their clients.
- **Skills and Expertise as Competitive Advantages:** The AI expertise and skills that partners have developed position them favorably within the technology market and give them strategic advantages, with a notable confidence in their ability to provide value-added services to customers leveraging AI.
- **Strategic Importance of AI for Business Success:** Partners are strategically banking on AI to enhance their business operations. They expect AI to streamline service delivery, automate tasks, and drive new service offerings, thereby contributing significantly to their long-term business success and profitability.

Dell's Partner Ecosystem Addresses All of the AI Challenges



Foundational Infrastructure

Dell provides partners with servers and storage devices validated for AI use that partners can resell and support.



Data Hygiene & Management

Dell's integrators and service providers deliver resources, methodologies, and services for assessing, migrating, and organizing customer data for AI systems.



AI Talent

Dell is building an extensive library of training resources to help partners develop their skills and capabilities; partners have AI teams that can support customers' AI projects and systems.



Power & Cooling Systems

Dell and its partners have power-efficient products and cooling systems that enable optimal data center operations.



Use Cases & Reference Architectures

Dell, in collaboration with partners and customers, is creating an expanding repository of use cases that partners can use in developing AI systems.



Security & Data Protection

Dell and its partners have security resources and technology relationships to safeguard sensitive data in AI systems.



Dell Gives Partners the Foundation of AI Excellence

Dell Technologies is committed to providing partners with the infrastructure products, resources, ecosystem connections, and support needed to succeed in the rapidly expanding AI market.



Market-Leading
Data Center Products
in AI-Enabled Servers
& Storage



Expanding Library
of AI Use Cases
& Reference
Architectures



World-Class
Tech Partnerships
With AI Pioneers
Like Nvidia



Expansive AI
Ecosystem of
Integrators, ISVs
& Resellers



Commitment to
Working With
& Supporting Partners
in the AI Market

Case Study: WWT Planning for AI Success With Dell

World Wide Technology (WWT) and Dell Technologies established a strategic partnership to develop comprehensive AI solutions tailored to enterprises' unique needs. WWT is investing \$500 million over three years to build its AI practice, focusing on strategy and consulting, infrastructure and platforms, use case development, and talent development.

The collaboration combines WWT's deep technical expertise with Dell's industry-leading hardware and software to deliver end-to-end AI solutions that drive digital transformation. WWT leverages Dell's advanced AI-optimized servers and storage systems to design and deploy high-performance computing environments for demanding AI workloads.

WWT and Dell are jointly developing reference architectures and best practices to address diverse enterprise AI needs. They recently partnered to create an AI solution for a health insurance company, incorporating sentiment analysis for a call center application. WWT's data science capabilities and Dell's infrastructure ensured the successful AI implementation.

This partnership exemplifies how technology integrators and leading providers can collaborate to address the growing demand for AI solutions effectively, equipping customers with the necessary guidance, products, and services to stay competitive in the digital era.

“Dell is doing a great job of creating market leadership around AI. The only OEM that was called out on the main stage at NVIDIA's conference was Dell.”

- Bob Olwig, EVP, Global Partner Alliances,



Moving Forward in AI With Dell

AI is a here-and-now reality. Businesses — from SMBs to global enterprises — are going to accelerate their adoption of current and rapidly emerging AI technologies to improve operations. Dell has developed robust resources and support for partners to capitalize on the AI opportunity, because Dell knows that the 150,000-strong partner community is an asset in AI development. We offer the following guidance for working with Dell on defining and developing robust AI practices.



Focus on Existing Skills

AI is revolutionary but dependent on existing technologies and applications to work well. Leverage your existing expertise and skills to start AI journeys.



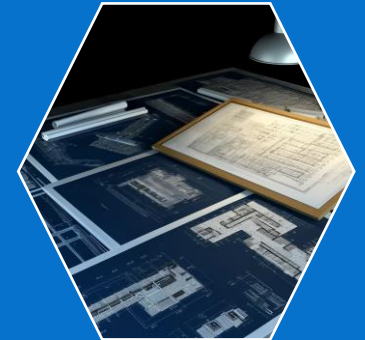
Refresh Infrastructure

AI is resource-intensive. Businesses will need new hardware — servers and storage — to handle heavy AI workloads, process data, and store information.



Tap the Dell Ecosystem

AI requires multiple levels of expertise and capabilities. Don't go it alone. Work with other Dell partners to collaborate and share skills that produce value for you and your customers.



Use Dell AI Guides

Dell has developed a series of AI use cases and reference architectures to aid you in translating customer need into practical and validated AI systems.

AI Changes Everything

In the technology ecosystem, new products and innovations come in waves. From the PC era (in which Dell Technologies played a significant role) to client-server computing, then the Internet and dot-com buildout, cloud computing, mobility, Big Data, and the Internet of Things, these waves brought new opportunities to create value for the market — vendors, partners, and customers. Now, with the advent of artificial intelligence, your role becomes even more crucial in shaping the technology industry's future.

Artificial intelligence is a game-changer.

Never have we seen a technology wave come up so quickly and accelerate so fast. Over the next three years, artificial intelligence technologies will sweep the market, transforming everything from business operations to individual worker roles. The technology will change how we work, generate and consume information, and interact with the world.

For partners, the AI opportunities are boundless. The combination of product innovation, skilled partners collaborating in the broader ecosystem, and unlimited possibilities for applying AI will create tremendous opportunities for partners — now and in the foreseeable future.

Dell Technologies is a prime vendor partner to capitalize on opportunities our research has uncovered for your businesses.

The AI opportunity is here. The time to act is now.

DELLTechnologies
PARTNER PROGRAM

Larry Walsh
CEO & Chief Analyst
Channelnomics



Methodology

In September 2023, Dell Technologies engaged Channelnomics to conduct a global survey to measure the state of adoption, readiness, perceptions, propensities, and sales activity around a broad set of AI-related IT solutions. The research targeted IT value-added resellers (VARs), managed service providers (MSPs), independent software vendors (ISVs), and similar B2B technology channel companies that provide IT goods and services to business clients.

Specifically, the research measured:

- Partner plans, skill sets, readiness, and perceived market opportunities related to AI
- State of AI product readiness and most desired features and improvements
- Tangible outcomes for early AI adoption initiatives and initial sales

The survey had 488 qualified participants. The margin of error for the findings is +/-4% with a confidence level of 95%. Channelnomics believes the sample is statistically valid for all factors measured. Channelnomics reserves the option to change or amend its analysis and conclusion.

Additional information was generated through supplemental qualitative research and information provided by Dell and partners.

About Us

Dell Technologies

Dell Technologies (NYSE:DELL) helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the data era.

CHANNELNOMICS

Channelnomics (www.channelnomics.com) is a global analyst and research firm that helps technology vendors and service providers fine-tune their channels, win customers, and sharpen their competitive edge. Channelnomics offers a portfolio of best-in-class products and services, including research, market analysis, thought-leadership content, and expert guidance. The innovative analysts at Channelnomics leverage data to develop customized route-to-market strategies for any company that wants to translate vision into value.