

# industry insights

## GROSS MARGINS

**22-27%** Avg.

Total Gross Margin  
for Partners (VARs/SIs)

Source: IPED State of The Market Study

**13-18%** Avg.

Gross Margin on  
Products (HW/SW)

25% of partners claim to  
generate gross margins >20%

Source: IPED State of The Market Study

**25-50%** Avg.

Partner Led  
Services

Varies based on service offered,  
location and partner type

Source: Service Leadership Index

## TRAINING

**15.2** days

of Technical Training  
per person/per year (Technical)

Source: IPED State of Partner Enablement & Marketing Study

**10.6** days

of Sales Training  
per person/per year (Sales/Tech)

Source: IPED State of Partner Enablement & Marketing Study

**6-24** months

expected Time to Payback  
on Investments

>60% of partners hope to achieve profitability after  
12 mos. of transition and investment in their businesses

Source: IPED Partner Profitability Study

**5-10%** Marketing  
Investment % of Total Revenue

Source: IPED Financial Acumen Curriculum

**70-80%** of Revenue from  
Existing Customers

Source: IPED State of The Market Study

THE CHANNEL CO.  
**CRN**  
**ARC**  
ANNUAL  
REPORT CARD

### ARC IMPORTANCE RANKINGS

### RANK

(Product) Quality and Reliability	1
Richness of Product Features / Functionality	2
(Product) Compatibility & Ease of Integration	3
(Product) Technical Innovation	4
Revenue and Profit Potential	5
Ease of Doing Business	6
Post-Sales Support	7
Marketability	8
Services Opportunity	9
Communication	10
Pre-Sales Support	11
Solution Provider Program	12
Manages Channel Conflict	13
Quality of Field Management	14
Training	15
Product Support	16
Partner Portal	17
Cloud Program/Opportunity or ROI	18
Services Opportunity MSS only	19
Marketing Support	20
Education & Enablement	21
Pre-Sales Engineering	22

ChannelMasters®