



2021 Global Partner Pulse Survey:

# The Impact of COVID-19 on Channel Partners' Business

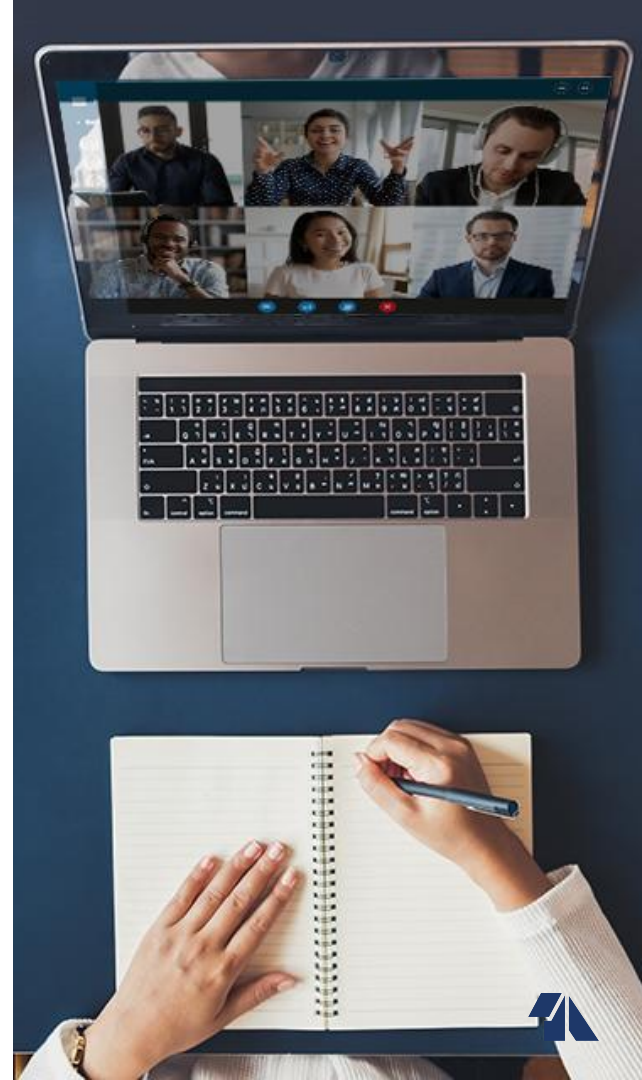
June, 2021



# Introduction

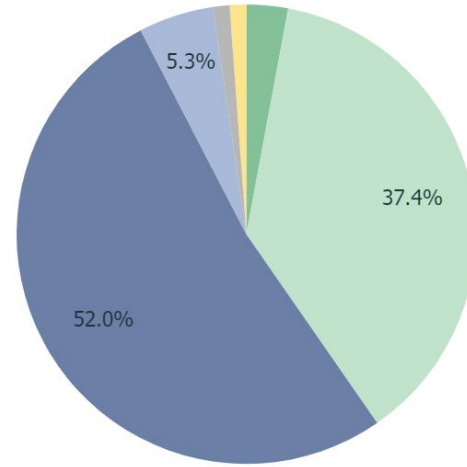
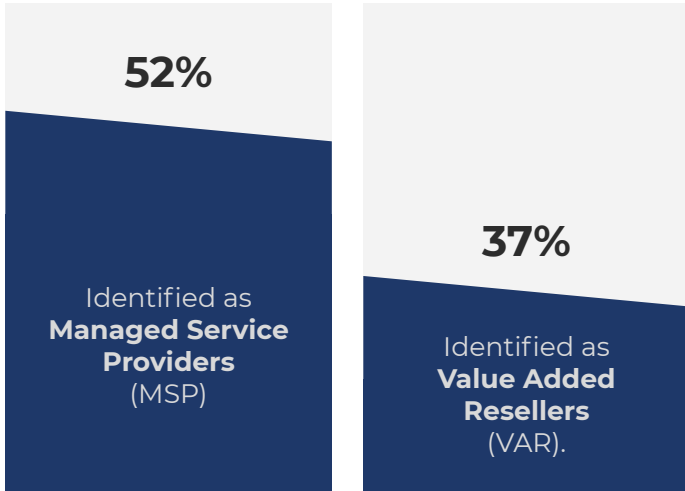
After well over a year of the majority of the world working from home, businesses have begun to establish what their own new 'normal' looks like. While the [vaccination rate rises](#) around the globe, employees are returning to their offices, companies are [formalizing their hybrid-remote](#) working policies, and supply chain chaos is slowly steadying. One of the most important changes to note is that each company is establishing their own 'normal' - some enterprises have chosen to go fully-remote, while others have chosen to revert back to a full in-person model. It is more evident now than ever that one size does *not* fit all.

Last year, OneAffiniti conducted an [initial pulse check](#) to understand the impact of the COVID-19 pandemic and what the new normal looks like. Now, a year later, we have once again conducted a survey to see how IT partners' businesses evolved over the past year, and what purchasing shifts they are seeing in the market. This *2021 Global Partner Pulse Survey* helps in understanding how businesses have changed and where the priorities are going forward.



# Survey Overview

From June 7-23 2021, we surveyed our partners around the world, and heard back from 172 partners. Of those respondents, the majority of our responses were from MSPs & VARs. Interestingly, more of our partners are self identifying more closely as MSPs since the pandemic - we believe this is in response to customers asking for more help and guidance with services, particularly around security.



■	Managed Service Provider (MSP)	52%
■	Value Added Reseller (VAR)	37%
■	Other	5%
■	System Integrator (SI)	3%
■	Independent Software Vendor (ISV)	1%
■	Not sure	1%



# Top Three Takeaways

## 01

### Focus aligns with market shifts

Resellers have adapted to market shifts in the last 12 months by focusing on **cloud software**, **cybersecurity** and **teleconferencing solutions**.

## 02

### Buyer demand anticipated to continue rising

60% of resellers anticipate buyer demand will **increase** in the channel over the next 12 months.

## 03

### Prioritizing customer service & the cloud

Resellers are focusing on **improving their customer service**, and planning on **migrating customers to cloud or hybrid cloud solutions**.

