

NEWS, ANALYSIS & INTELLIGENCE ON EUROPEAN CHANNELS & MARKETS

ITEUROPA
www.iteuropa.com

IT Europa is the leading provider of strategic business intelligence, news and analysis on the European IT marketplace and the primary channels that serve it. We publish European channel publications such as the IT Europa Newsletter, which provides the inside track on developments within the European market and provide breaking news through our web site at www.iteuropa.com IT Europa also markets a range of database reports and organises European conferences and events for the IT and Telecoms sectors.

IT Europa News Services – news and analysis of Europe’s IT and Telecoms channels

The IT Europa Newsletter provides a primary source of channel news and intelligence for most of Europe’s leading vendors and channel organisations. Our journalists and multilingual market-researchers and analysts are in constant contact with senior executives within leading European IT and channel organisations - from Vendors and Distributors to Systems Integrators, Solution VARs and ISVs – and report on developments across more than 40 European countries.

In addition to 20 issues of the IT Europa Newsletter each year, subscribers are provided with the latest news as it happens via our web site - www.iteuropa.com They are also able to access past issues of the newsletter and search on vendor and channel information via our extensive on-line archives.

In addition to the newsletter and web site our news services include providing news feeds and bespoke news services to vendors and distributors and producing printed and on-line supplements to support organisations in communicating their strategies and value propositions to channel audiences.



“IT Europa’s news services are designed to provide strategic insight into the European IT and Telecoms markets and the forces driving sales through its indirect channels. We are a European organisation focused on the European market and committed to supporting our customers and the channel community we serve with accurate market intelligence and analysis that will help them achieve success”

Alan Norman, Managing Director, IT Europa

IT Europa Market Intelligence

IT Europa channel database reports provide in-depth profiles of the leading ICT channel organisations across Europe.

The reports, based on primary research by IT Europa’s own in-house research team, look at different aspects of a business depending on their role in the market, and show information relevant to companies looking to engage with them.

IT Europa profiles the top 20% of Europe’s indirect channel organisations who between them represent 80% of the revenues generated through Europe’s ICT channels.

IT Europa database reports help organisations:

- Identify the best routes to market and potential partners
- Develop European channels and identify sales prospects
- Monitor competitors and research markets
- Identify potential acquisition targets and strategic partners
- Provided in a database format, the reports can be searched by multiple criteria to identify a target audience. Multi-user licences are available which include a facility to export all data from the reports for importing into an in-house CRM system.

ISVs in Europe - The Top 500

The most comprehensive overview available of Europe’s Independent Software Vendors, the most sought after channel partners in the ICT industry.

European Broadcast Systems Integrators - the top 250

Detailed profiles of the top 250 Broadcast Systems Integrators across Europe.

Corporate Resellers in Europe - The Top 300

Companies supplying most of the IT infrastructure needs of both large accounts and SMEs in Europe.

Distributors in Europe - The Top 750

750 detailed company profiles of the top IT distributors in over 42 countries across Europe.

PC Manufacturers/Assemblers in Europe - The Top 500

Comprehensive profiles of Europe’s largest 500 PC, notebook and server manufacturers and assemblers across 37 countries

Company Name	Country	Revenue	Employees	Website
IBM Business Partner	UK	£100m	1000	www.ibm.com
HP Business Partner	UK	£80m	800	www.hp.com
Microsoft Business Partner	UK	£60m	600	www.microsoft.com



Retail Channel in Europe - The Top 500

Detailed profiles of the top 380 retailers, 90 specialist retail distributors and 36 merchandisers in 30 European countries.

Solution VARs in Europe - The Top 500

The largest application and solution resellers across 15 vertical markets in 35 European countries.

Systems Integrators in Europe - The Top 700

Detailed profiles of the top 700 Systems Integrators across 40 countries.

UK ICT Premier - The Top 250

The top 250 ICT reseller companies in the UK have sales of over £44.4Bn per annum and represent the key channel players in one of Europe's largest ICT markets

UK Comms Channel

The top UK Comms Solution Providers in the UK.

Digital Marketing Services

IT Europa provides a range of digital marketing services.

These include:

- On-line advertising via our web-site
- On-line advertising via our weekly E-News Bulletin which has a circulation of more than 45,000
- E-Casting to our database of leading UK and European channel organisations
- On-line supplements/features (including writing, design and distribution)
- Electronic newsletters



Events

IT Europa specialises in staging channel events ranging from international conferences and exhibitions to seminars, roadshows and virtual events. Our range of capabilities includes:

- National and international conferences, exhibitions and awards events
- National and international seminars/roadshows
- Event speaking/hosting
- Webinars

Other Services

IT Europa specialises in helping organisations optimise their channels to market. Our services range from assisting in the identification of appropriate channel partners to defining and articulating value propositions and optimising channel communications. Specific services include:

- Consultancy services – formulating and optimising channel strategies
- Bespoke Research – identifying and profiling potential channel partners
- Image Analysis – identifying channel perceptions of vendors and distributors
- Online Surveys
- Focus Groups
- Press Relations
- White Papers

