



Expanding the Southern European IT Channel

February 2023

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Contents

- 3 Executive Overview**
- 3 Disclaimer**
- 4 Southern Europe Expanding**
 - Steady Growth in Next Five Years
 - Next-Generation Investments
 - Channel Outlook
 - Evolving Channels
 - Ecosystems
 - Marketplaces
 - Cloud Platforms
 - Next-Generation Distribution
- 12 Vendor Go-to-Market Challenges**
 - Identifying & Qualifying Partners
 - Effective Partner Engagement
 - Credit & Collections
 - Inventory Management
 - Training & Enabling Partners
 - Demand Generation
 - & Business Development
 - Customer Experience
- 14 Role of Distribution in Southern Europe**
 - Market Coverage
 - Local Language
 - Strong Relationships
 - Regulatory Compliance
 - Business Analytics
 - Localized Focus
 - Making the Distribution Choice
- 16 V-Valley Opening Southern Europe**
 - Backed by Esprinet
 - Advanced Technology Resources
 - Advanced Go-to-Market Support
 - Cloud Enablement
 - Regional & Local
 - Vendor Relationships
 - Partner Relationships
 - Training & Certification Services
 - Track Record of Success
- 18 Capitalizing on the Southern European Channel**
- 19 About Us**
 - V-Valley
 - Esprinet
 - Channelnomics

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Executive Overview

Southern Europe is a vibrant and expanding market for technology goods and services. The macroeconomic conditions point to sustained growth over the next three to five years as businesses in manufacturing, tourism, telecommunications, construction, renewable energy, agriculture, and social services invest in new capabilities to maintain operational effectiveness and gain competitive advantages. Southern Europe and the Mediterranean Rim are adopting digital transformation to stimulate economic activity and counter the effects of declining energy supplies, population declines, and geopolitical tensions.

Technology vendors see opportunities in Southern Europe and North Africa but face significant challenges in reaching channel partners and business consumers. Even as services evolve and digital transformation makes it easier for businesses to get products to market, vendors still face several hurdles in achieving success. Logistical, cultural, and regulatory issues — as well as steep competition — hamper vendors' ability to effectively penetrate these markets, which represent hundreds of billions of euros in technology spending.

In this special report commissioned by Esprinet and its V-Valley division, Channelnomics provides an overview of the Italian-, Spanish-, Portuguese-, and French-speaking North Africa markets and how vendors can leverage local distribution to speed their time to market and return on channel investments based on interviews with global and European channel strategy and distribution executives.

Disclaimer

This Channelnomics report was commissioned by Esprinet, an Italy-based technology distributor, and its V-Valley division. Channelnomics developed the report independently of Esprinet and V-Valley. The report is based on interviews with a dozen global and regional channel executives, Channelnomics research, and publicly available third-party data. The analyses and conclusions in this report are solely those of Channelnomics, and are subject to change without notice.

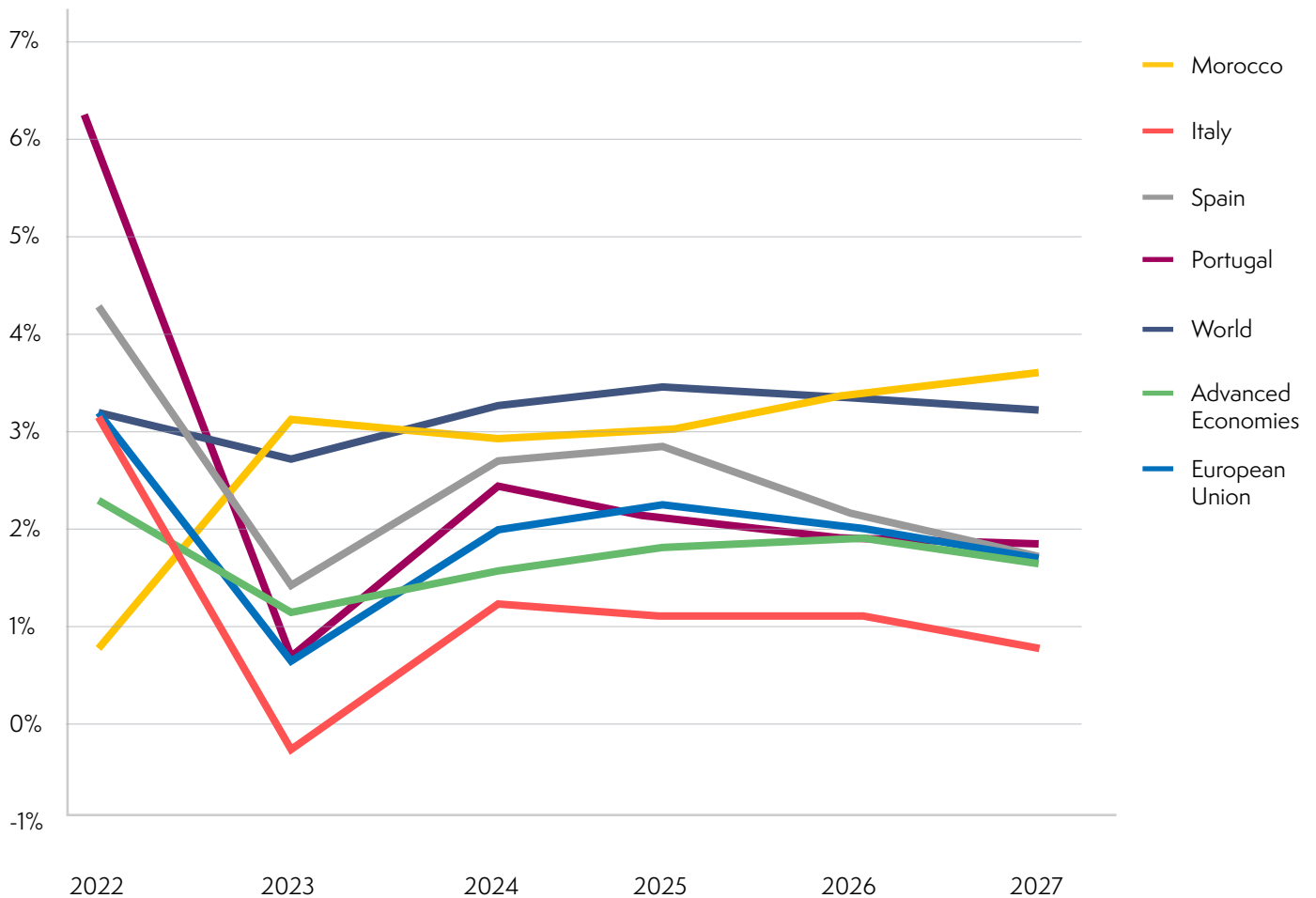
Southern Europe Expanding

The Southern European and North African regions have faced numerous economic challenges in recent years. Heavily dependent on tourism and hit hard by the COVID-19 pandemic, countries around the Mediterranean Sea saw their economies struggle in recent years. As the world re-opened from pandemic restrictions, money started flowing back into these culturally rich countries.

Steady Growth in Next Five Years

Over the next five years, most of South and Southwestern Europe will expand at the same pace as or faster than the general European market and global economy (see *FIGURE 1: Projected Economic Growth for Southern European Countries*).

FIGURE 1: Projected Economic Growth for Southern European Countries



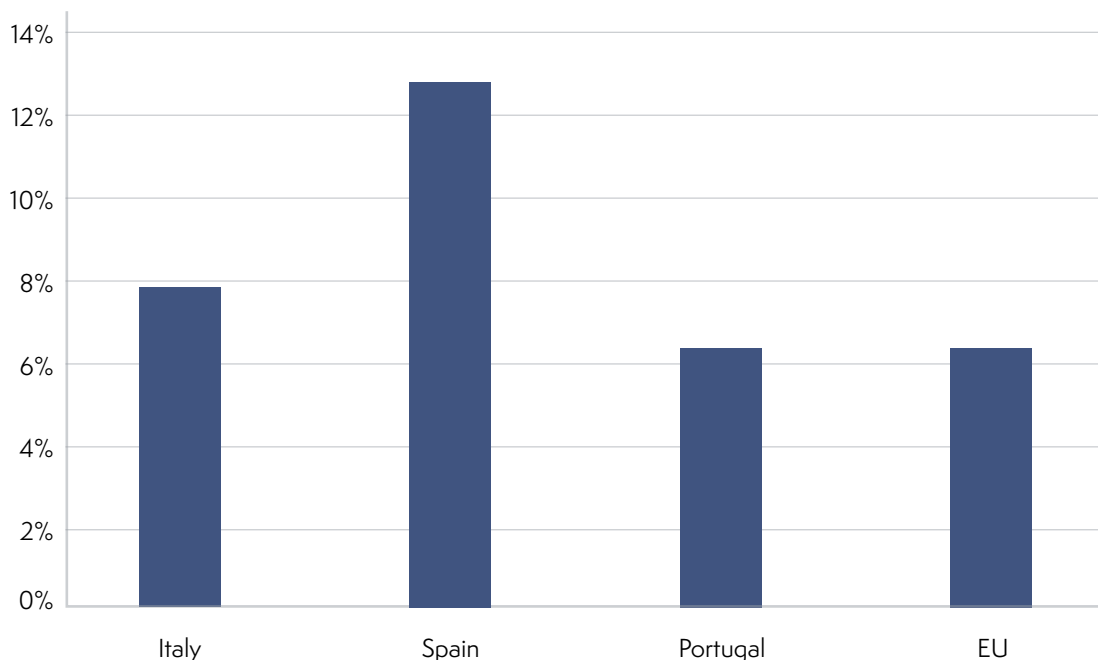
Source: International Monetary Fund

Growth between 1.5% and 3% is healthy for mature economies such as Italy, Portugal, and Spain. These countries, plus Morocco, are in significantly important and strategic geographic positions. Spain is the largest telecommunications hub in Southern Europe, host to more than 200 undersea fiber optic cable landing points. The new undersea link between Italy and North Africa — Africa-1 — is expected to come online in 2023, opening new communication and service opportunities for the region. And the development of domestic technology capabilities is spurring innovation around the Mediterranean Rim.

As with much of the region, Southern European businesses face significant challenges ahead despite the relatively healthy economic outlook. Geopolitical instability, uncertainty regarding energy supplies, shaky economic confidence, high inflation, and declining populations weigh on economic activity.

Among the biggest problems facing businesses in Southern Europe is population decline. The region lacks a worker pool to fill the growing number of jobs in nearly every sector. Businesses are persistently challenged in finding and retaining workers — from low-skill to managerial. While the unemployment rate is high compared to that of other countries, Italy, Spain, and Portugal suffer from an imbalance of skills in the talent pool that hampers growth (see *FIGURE 2: Southern European Unemployment Rate, 2022*).

FIGURE 2: Southern European Unemployment Rate, 2022



Source: European Union

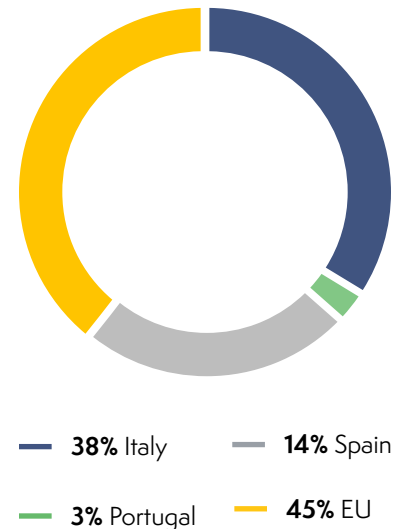
The antidote to these economic challenges is technology. Southern European businesses are investing in digital transformation, automation, operational technology (OT), cloud computing, and security to improve their operations and sustain viability. They're also relying on services to support the adoption of technology in a talent-short market. Businesses are consuming technology in hosted environments (Infrastructure-as-a-Service and Platform-as-a-Service) and leaning on managed services to offset the expense and talent challenges.

Overall, global IT spending is expected to increase 5.1% to 5.3% in 2023, according to IDC. Over the next five years, IT spending is expected to increase 3% to 6% annually as businesses continue to invest in technologies that automate processes, leverage data for better decision-making, and expand into new digital-based operations. IDC says that IT spending will stay ahead of sluggish economic growth as businesses invest to remain competitive.

Next-Generation Investments

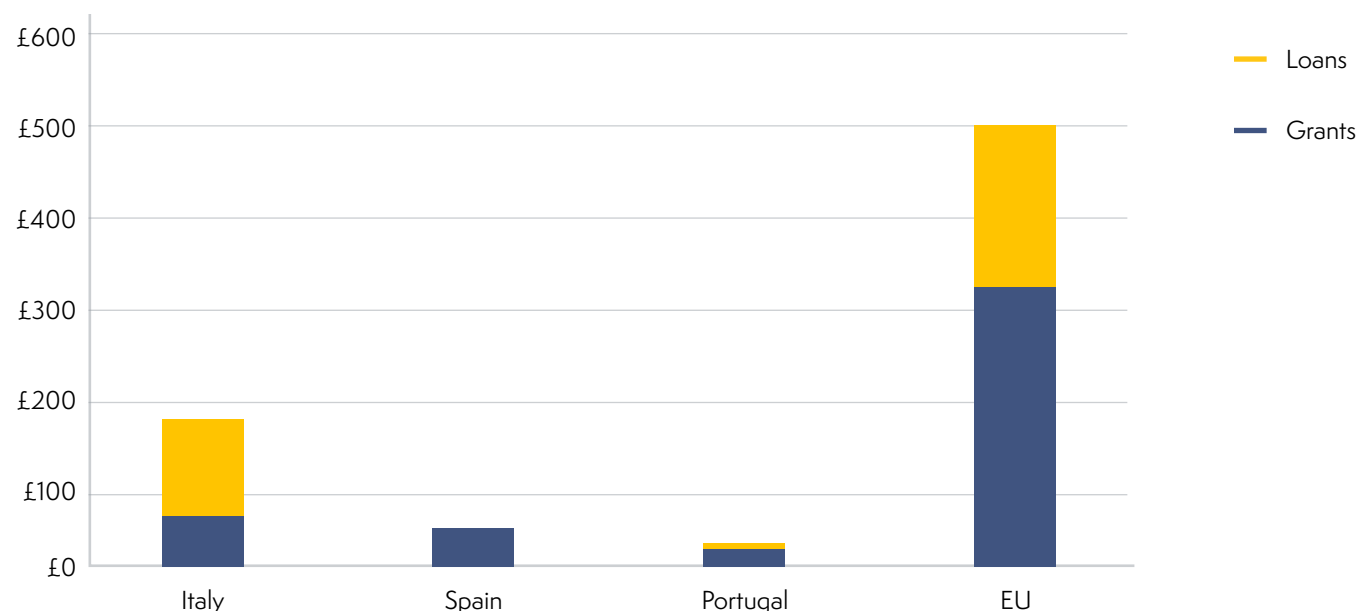
In the European Union, businesses are benefiting from NextGenerationEU (NGEU), an economic stimulus program that provides more than 800 billion euros in grants and loans to aid recovery from the COVID-19 pandemic and advance the state of infrastructure and business capabilities through direct investment. Italy, Portugal, and Spain are among the biggest beneficiaries of NGEU, with these three countries receiving 55% of the disbursed funds (see FIGURE 3: NGEU Funds Disbursed and FIGURE 4: Share of NGEU Funds to Southern European Countries).

FIGURE 4: Share of NGEU Funds to Southern European Countries



Source: NGEU Tracker

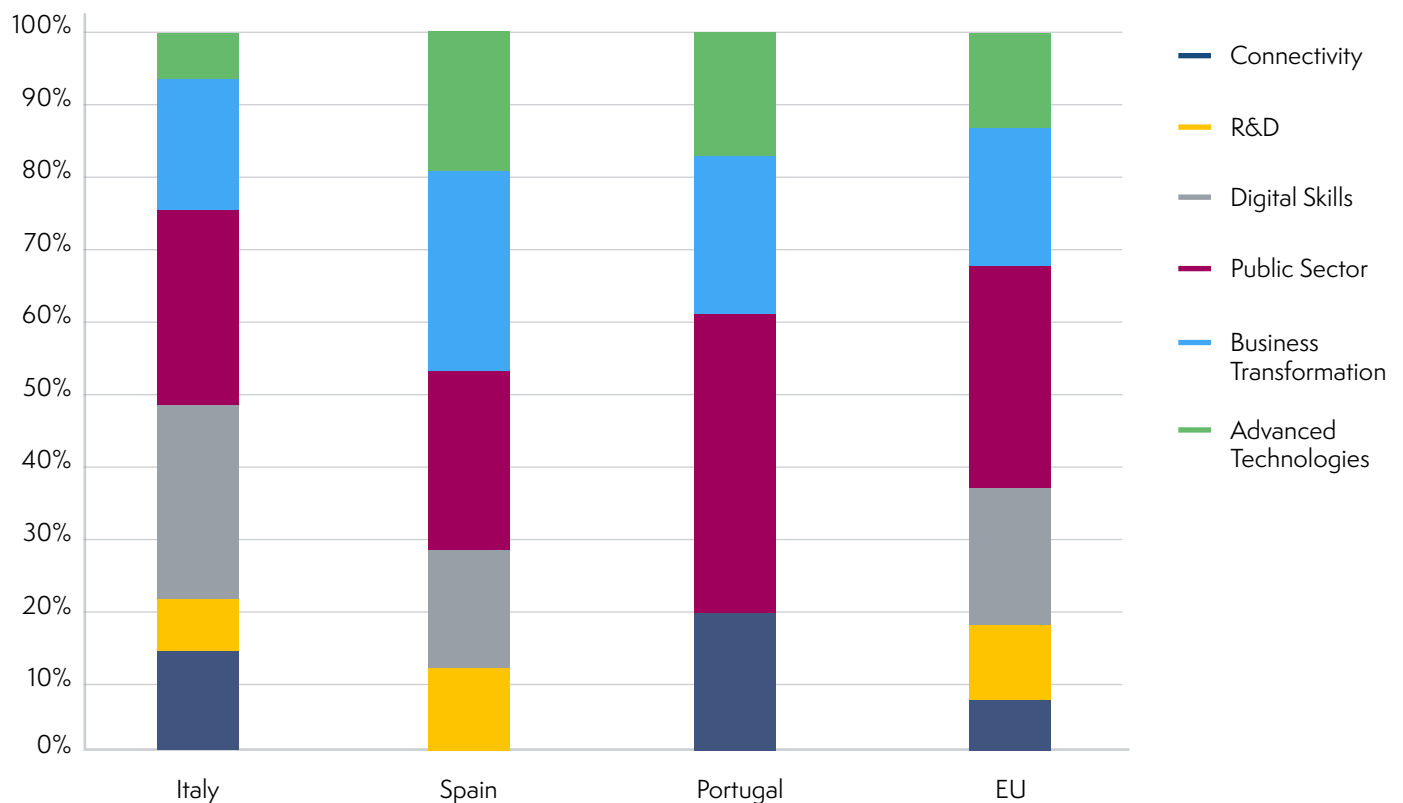
FIGURE 3: NGEU Funds Disbursed



Source: NGEU Tracker

While NGEU funds aren't specifically earmarked for technology investments, much of the funds are going toward sectors that are heavily dependent on technology for operational efficiency and effectiveness. For instance, Spain is allocating most of its NGEU funds — nearly 12 billion euros — to renewable energy, healthcare, transportation systems, and telecommunications. Direct investments in technology are significant. The economic recovery plans for Italy, Portugal, and Spain include significant allocations for improving connectivity and IT infrastructure, developing digital skills, implementing digital transformation for businesses, and expanding the capacity of advanced technologies (see *FIGURE 5: Allocation of Recovery Funds to Technology*).

FIGURE 5: Allocation of Recovery Funds to Technology



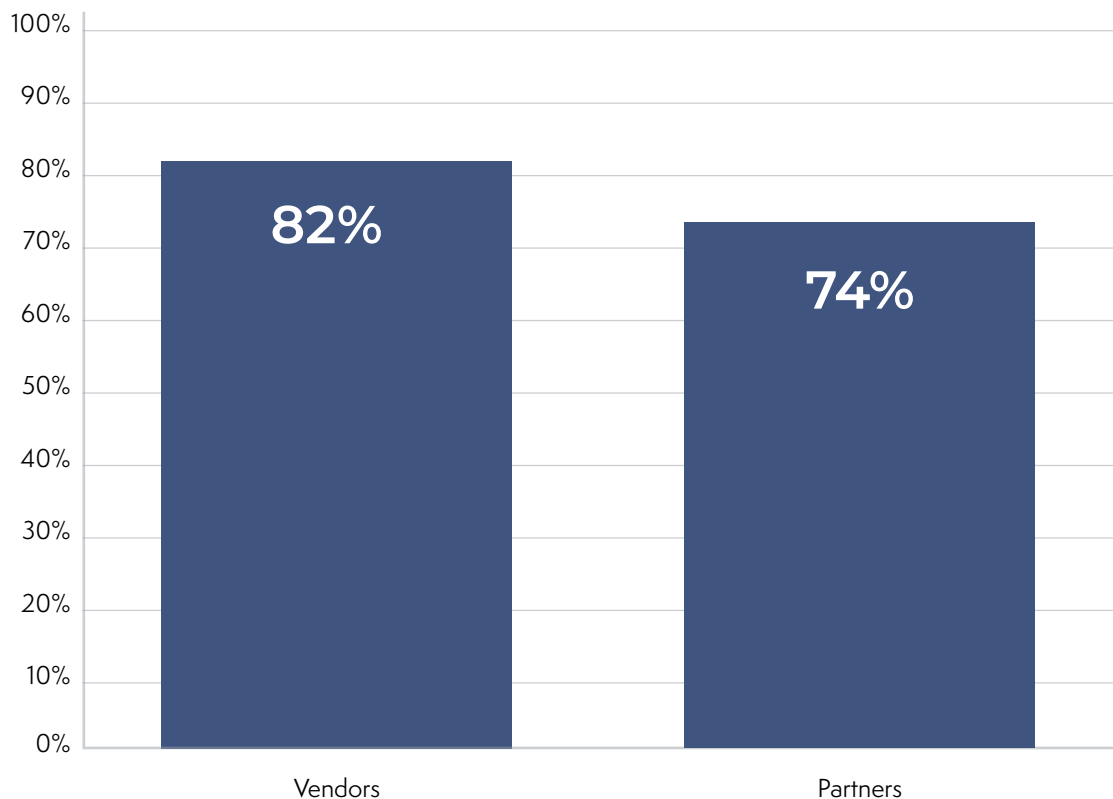
Source: Bruegel

Between organic investments and funding from public recovery programs, IT spending in Southern Europe is expected to remain relatively in line with the global IT spending forecast for mature markets (between 3% and 5%) for the next three to five years. Various spending models show that even if overall economic growth declines, businesses will continue to invest in technology to offset labor capacity loss, improve outcome effectiveness and customer experience, and contain costs.

Channel Outlook

The channel outlook globally and in Southern Europe is positive. According to the Channelnomics 2023 Channel Forecast, more than 80% of vendors and nearly three-quarters of partners expect to see significant growth (greater than 5% over 2022) in 2023 (see *FIGURE 6: 2023 Channel Growth Expectations*). The majority of growth is being driven by customers investing in cloud services, managed services, and integrating on-premises technology with hybrid infrastructure.

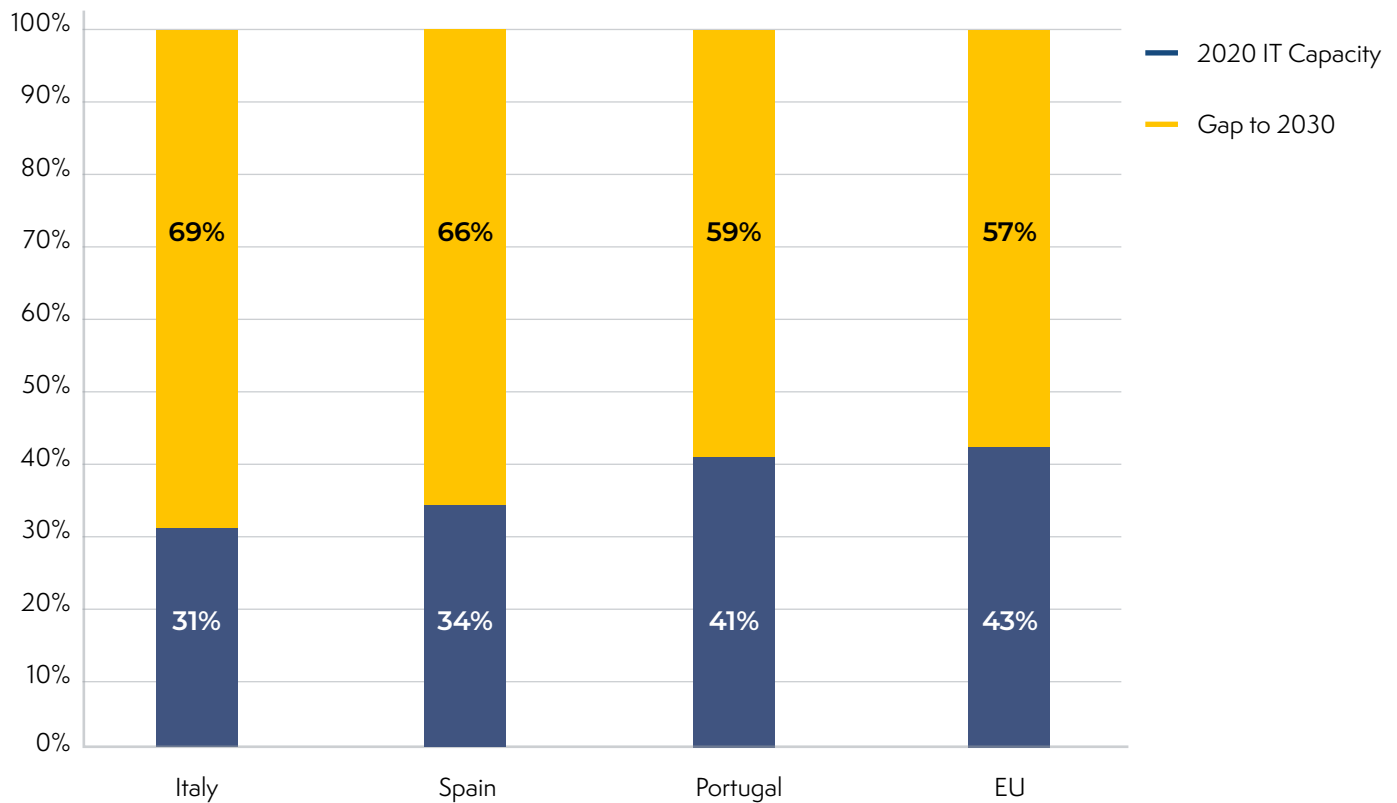
FIGURE 6: 2023 Channel Growth Expectations



Source: Channelnomics

The positive channel outlook stems from the increasing complexity of technology products and services and the pervasive skills shortages throughout the region. Businesses — from SMB to enterprise — are looking to leverage advanced technology capabilities to optimize their operations and generate higher returns with fewer resources. The market doesn't have the human resources to meet the total addressable market's current and evolving technology needs. The Southern European market has approximately 40% of the technology skills capacity required for current and future needs (see *FIGURE 7: IT Labor Capacity Gap, 2020 to 2030*).

FIGURE 7: IT Labor Capacity Gap, 2020 to 2030



Source: Bruegel

The means of unlocking technology’s potential is through the channel, which can provide products, services, and high-skill support. Through partners, end customers get access to multiple brands and products, the resources to customize advanced technologies and integrate them into holistic systems, and the support for operating and maintaining complex systems.

The value of the channel is increasing as the gulf between high- and low-growth product segments widens. The pandemic produced a sales surge in devices — personal computers, monitors, webcams, and other desktop accessories. The pandemic also increased the consumption of cloud-based applications and collaboration tools (such as Cisco Webex, Microsoft Teams, and Zoom). In the post-COVID economy, device sales have receded rapidly, while data center products, business applications, and digital transformation systems are surging.

Partners are the means for increasing market coverage, ensuring high-value business outcomes (or ROI), and delivering superior customer experiences that lead to repeating and expanding engagements with existing customers (or customer retention).

European channel chiefs and distribution managers interviewed by Channelnomics concur that they can't cover the total addressable or local markets without the coverage capacity of distributors and channel partners. As this report will note in a later section, vendors recognize that channel partners, and the distributors that support them, aren't just sales conduits; they're experts in local markets and have long-standing business relationships.

Except for minor differences in perspective, vendors say their biggest challenges in covering European markets such as Italy, Portugal, and Spain are developing productive relationships with partners, operating within the local language and culture, and effectively leveraging local relationships to develop and sustain consistent sales.

Channel chiefs say that meeting and exceeding sales targets in 2023 and beyond require productive two-tier relationships with distributors and partners that allow them to effectively address local market opportunities and capitalize on the forecasted growth.

Evolving Channels

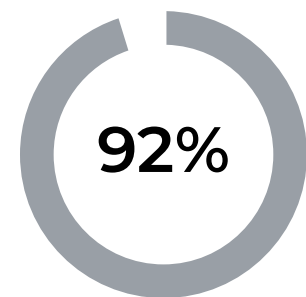
The channel isn't static. Channel partners are evolving their capabilities and capacities to meet the dynamic demand for new technologies and services. For instance, 92% of all channel partners offer managed or cloud services. The average channel partner earns more than 40% of its gross revenue through the sale of managed or cloud services. Further, partners earn most of their profits from services delivered with and through vendor technologies.

Evolving channels go beyond a shift from product to service-based sales to the escalation of value propositions. As noted previously, customers increasingly rely on channel partners for the resources and support to create, operate, and maintain complex systems.

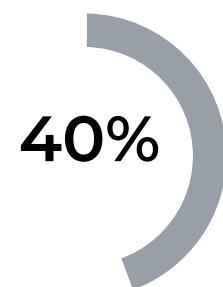
Channel chiefs interviewed for this report noted how channel partners are instrumental in delivering a high-quality customer experience and meeting end-user technology expectations through the employment of new models and capabilities, including the following.

Ecosystems

"Ecosystems" is the catchall term for the sale of multiple, complementary products produced by different brands and sold through channel partners. Under the ecosystem model, customers gain access to all the products, applications, and support they need through a collaborative network that creates interoperable technologies with a collective value greater than the sum of its partners. Channel partners are the focal point in the go-to-market model, interacting with multiple brands — often through distributors — to create ecosystem products for their customers.



Nearly all channel partners offer some form of cloud, managed, or professional service sold as a recurring contract.



The average partner generates 40% in gross profits through services sold under recurring contracts.

Source: Channelnomics

Marketplaces

Marketplaces are like ecosystems in that they're a sales medium for products and services produced by multiple brands. Unlike ecosystems, though, there isn't an intent of interoperability among the products. The marketplaces serve as a convenient place where a partner or customer can research and purchase technology products, often without human intervention. Many channel partners are transacting through marketplaces or operating their own e-commerce capabilities with the support of their distributors for fulfillment.

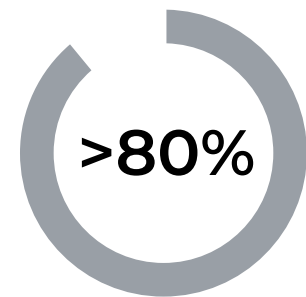
Cloud Platforms

Cloud computing is projected to continue growing at double-digit rates through the end of the decade. While nearly every business now uses at least one cloud service, most workloads and resources remain on-premises. Cloud service providers such as Microsoft Azure and Amazon Web Services have marketplaces through which vendors sell and customers buy applications and services. The same marketplaces provide channel partners with a means of selling products through private offers or their professional services in support of cloud instances.

According to Channelnomics research, more than 80% of distributors worldwide will offer marketplace and digital sales support to and through channel partners by the end of 2023. This means distributors are the fulfillment and management backbone of channel partners, particularly midsize and smaller resellers that can't independently develop digital sales platforms. The development of digital sales capabilities is increasingly important as more vendors look to drive a greater volume of sales through no-touch engagements.

Next-Generation Distribution

Channel partners will continue to resell and offer services to their customers. However, many are leaning on their distributors to aid in their development and go-to-market resources. Distributors are expanding their capabilities and extending more resources through the channel to improve partners' sales and support effectiveness. The marketing, technical support, professional services, business analytics, sales resources, and financing capabilities offered by distribution are essential to the advancement and effectiveness of partners in the field. By the end of 2023, less than 20% of distributors will have capabilities confined to traditional warehousing, order processing, and logistics management.



of distributors worldwide will offer marketplace services and support by year's end.

Source: Channelnomics

Vendor Go-to-Market Challenges

Vendors seeking to enter or expand their reach in Italy, Portugal, and Spain face several challenges, including accessing the right partners, identifying qualified partners, engaging partners in sales, and managing long-tail partners. The Southern European market isn't unique in these challenges; what does make it unique is the diversity of cultures, languages, and economics. Channel chiefs and distribution managers say navigating the Southern Europe labyrinth presents significant obstacles to their success.

Identifying & Qualifying Partners

The Southern European market is home to nearly 30,000 solution providers of varying sizes, capabilities, specializations, and operating capacities. Vendors tell Channelnomics that picking out the big systems integrators and super-regional resellers is relatively easy. Getting to the more niche in-country resellers and service providers, and understanding their capabilities, go-to-market models and strategies, and capacity to grow is a much bigger challenge. Moreover, distinguishing between partners with strong customer relationships and self-sustaining organizations takes precious time.

Southern Europe is home to more than 30,000 resellers of IT products and services, including advanced technologies and cloud computing.

Effective Partner Engagement

Getting the most out of partners requires effective management and persistent engagement. A channel program and automated resources address part of the challenge. Developing true return on channel investment and driving in-country growth through partners require effective local management. In Channelnomics research, partners consistently cite their relationships with channel account managers as having the biggest influence on their vendor relationship investment and business development efforts. Getting the most out of partners in-country requires more than just competent channel account managers; it also requires people who have roots in the community, are fluent in the local language, and have the ability to make localized business-to-business connections.



Credit & Collections

While Southern European countries collectively represent nearly 5 trillion euros in economic activity, they largely consist of small and midsize businesses that have limited budgets and higher credit risks. Correspondingly, resellers and service providers in these countries rely on credit availability to facilitate sales on behalf of their customers and recognize revenue quickly. Channel chiefs say operating in the Southern European market is dependent on working with distributors and financiers that can facilitate sales through credit instruments and mitigate the risk of non-payment.

Inventory Management

During the COVID-19 pandemic, vendors and partners built significant backlogs of orders due to supply chain disruptions. Vendors' inability to move product around the world from factories in Asia to markets in Europe and the Americas proved the value of distribution and channel partners. Channel chiefs tell Channelnomics that regional and local distributors are invaluable partners because of their ability to stock products, manage inventory levels, and facilitate fulfillment on behalf of partners. Through distribution, vendors and partners effectively fulfill customer technology needs in markets such as Southern Europe and North Africa that can't be supported through just-in-time and build-to-order models.



Training & Enabling Partners

Developing competent partners is a consistent challenge for vendors regardless of the market. Working with partners across multiple countries and languages is an even bigger challenge. Vendors say they wrestle with technical training and enablement because of local language and support issues. They rely on distributors that speak the local language and understand the regional cultures to make meaningful connections and convey knowledge that translates into sales and persistent customer engagements.

The combined gross domestic products (GDPs) of Italy, Portugal, and Spain; Southern Europe accounts for **30%** of Europe's economic activity.

Source: International Monetary Fund

Demand Generation & Business Development

Developing sales with and through partners is challenging in Southern Europe. While English is the language of business, effective communications and development of relationships require local fluency in Italian for Italy, Portuguese for Portugal, Spanish for Spain, and French for much of North Africa. Creating assets and managing regional campaigns require overlapping investment, process coordination, and local management and resources.

Customer Experience

Success is increasingly measured by customer experience, which is the total value generated from the buyer's perspective through the totality of the engagement. Delivering superior customer experience that leads to subsequent sales and the expansion of investment takes more than good products. Channel chiefs tell Channelnomics that success requires effective local distributors and partners that can interact with customers in real time and in their language, which is foundational to delivering an acceptable customer experience.

Again, channel relationships with local distributors and partners are essential to overcoming the challenges that hamper or prevent the successful development of business presence in Southern European countries. The channel is a catalyst on multiple levels. Resellers are a significant part of the go-to-market equation, but vendors and partners need bidirectional support to meet their respective business development needs.

Role of Distribution in Southern Europe

Distribution plays a crucial role in the success of technology vendors in Italy, Portugal, and Spain. These markets present unique challenges, including local regulations, language barriers, and cultural differences, which must be addressed in order to succeed. Vendors must strike a balance between local and regional distribution to ensure that they can effectively reach and serve their customers in these markets.

When it comes to IT distribution in Italy, Portugal, and Spain, vendors must decide whether to focus on local or regional distribution. Local distribution allows vendors to focus on each market's specific needs and requirements, including language and cultural differences. Regional distribution, on the other hand, allows vendors to leverage economies of scale and reach multiple markets with a single distribution strategy.

Market Coverage

Market coverage is one of the key benefits of regional distribution. By leveraging regional distribution, vendors can reach multiple markets with a single distribution strategy, which can help them achieve greater market coverage. However, it's important for vendors to remember that local market needs and requirements can vary, and that they must be prepared to adapt their distribution strategy accordingly.

Local Language

Local language is another important factor to consider when it comes to IT distribution in Italy, Portugal, and Spain. These markets have their own unique languages, and vendors must be able to communicate effectively with their customers in these languages to succeed. This can be challenging for vendors that are new to these markets, but local distribution can help vendors to overcome this challenge by providing them with access to local partners that are fluent in the local language.

Strong Relationships

Building strong relationships is key to success in IT distribution in Italy, Portugal, and Spain. Local distribution can help vendors build strong relationships with local partners, including resellers, distributors, and end users. By leveraging local distribution, vendors can ensure that they have access to the right partners that can help them succeed in these markets.

Regulatory Compliance

Regulatory compliance is another important factor to consider when it comes to IT distribution in Italy, Portugal, and Spain. These markets have their own regulations, which must be followed in order to do business. Local distribution can help vendors navigate these regulations by providing them with access to local partners that have a deep understanding of the local market and its regulations.

Business Analytics

Business analytics are crucial for IT distribution success in Italy, Portugal, and Spain. Vendors must be able to track their sales and marketing efforts, as well as the performance of their local partners, in order to ensure that they're making the most of their distribution strategy. Local distribution can help vendors access the right business analytics tools and resources, which can provide the insights they need to make informed decisions.

Localized Focus

A localized focus is key to success in IT distribution in Italy, Portugal, and Spain. By leveraging local distribution, vendors can focus on each market's specific needs and requirements, and they can tailor their distribution strategy accordingly. This can help vendors to better reach and serve their customers in these markets, and it can increase their chances of success.

Making the Distribution Choice

Distribution plays a crucial role in the success of technology vendors in Italy, Portugal, and Spain. Vendors must strike a balance between local and regional distribution in order to reach and serve their customers effectively in these markets. By leveraging local distribution, vendors can focus on each market's specific needs and requirements, including language, regulatory compliance, and business analytics, and they can raise their probability of success.

Ideally, a vendor looking to penetrate or expand in Southern Europe needs a distributor with regional coverage and capacity, but local resources and experience. Essentially, vendors need a "Goldilocks" distributor — one that's big enough to provide the scale and resources required to effectively address market opportunities but small enough to have the local touch with partners and the market to generate effective results.

Vendors must strike a balance between local and regional distribution in order to reach and serve their customers effectively in the Southern European market.

V-Valley Opening Southern Europe

V-Valley, the advanced technology capabilities division of Espritel, is one of the best-kept secrets in the Southern European channel. V-Valley is the definition of a value-add distributor, offering vendors and partners a broad spectrum of technologies and support services that provide end-to-end go-to-market support and enablement on regional and local levels.

Backed by Espritel

V-Valley enjoys the support of its parent, Espritel, which is one of the most successful and consistently productive distributors in Europe. Espritel, based in Milan, Italy, is a distributor valued at nearly 5 billion euros, with a wide range of technology products, including personal computers and systems, printers and printing supplies, networking and data center equipment, storage devices, cloud computing and Software-as-a-Service (SaaS), smartphones and mobile devices, gaming systems, white goods, and consumer electronics. V-Valley is the specialist division that provides the expert knowledge and resources in advanced technologies.

Advanced Technology Resources

Espritel formed V-Valley with the express purpose of providing advanced technology resources and know-how to partners on vendors' behalf. Through its bench of regional and local technology pre-sales support and post-sales integration resources, V-Valley helps partners solve the complex needs of customers. The technical resources provided by V-Valley enable partners to select the right products and expertly integrate them to create value-producing solutions for their customers.

Advanced Go-to-Market Support

V-Valley is more than a distributor of technology products and a source for technical support. V-Valley has advanced marketing and sales support resources. Through regional and local team support, V-Valley collaborates with vendors and partners in business development and demand generation that produce sales opportunities and revenue. With knowledge of the market needs and history of Italy, Portugal, Spain, and North Africa, V-Valley provides the business development resources and support that lead to local and regional growth in advanced technology solutions.

Cloud Enablement

V-Valley launched a cloud marketplace to make it easier for partners to transact service solution sales. Through the marketplace, partners have access to numerous infrastructure, platform, and SaaS offerings. Partners can access hardware and software products that complement cloud services through the same marketplace and V-Valley resources. V-Valley makes it easier for vendors to sell cloud-based and hybrid solutions through partners in Southern Europe.

Regional & Local

A debate happening among many vendors is global vs. regional vs. local distribution coverage for the channel. Esprinet answers two of those questions effectively with V-Valley. On a regional level, V-Valley provides vendors and partners with access to resources for credit and financing, compliance with complex European Union regulations and VAT requirements, and consistent execution across multiple countries. On a local level, V-Valley provides deep technical and marketing resources in local languages, tapping long-standing relationships with partners that know the markets and customers. V-Valley combines the strength of a regional distributor with the intimacy of a local partner.

Vendor Relationships

V-Valley has strong relationships with leading technology vendors, including Dell, HPE, Lenovo, Hitachi, Extreme Networks, Juniper Networks, Microsoft, Red Hat, Veeam, Acronis, Micro Focus, Check Point, Sophos, Trend Micro, APC, Vertiv, Axis Communications, Poly, Honeywell, and more. In total, V-Valley supports more than 199 technology brands across data center, cloud computing, security, and OT.

Partner Relationships

V-Valley isn't a newcomer to the market or the channel. It has working and productive relationships with more than 20,000 resellers and service providers that generate nearly 1 billion euros in technology sales in Italy, Portugal, Spain, and Morocco. V-Valley's partner relationships span the channel spectrum; it has corporate to small resellers in its network, providing vendors with access to all segments of the Southern European market.

20,000

partners are supported by V-Valley's sales, technical, and marketing services.

Training & Certification Services

V-Valley offers training programs to partners on behalf of leading vendors, including VMware, Acronis, Check Point, Sophos, WatchGuard, DataCore, Trend Micro, and Red Hat. Additionally, V-Valley offers technology-focused and role-based training and certification programs to provide partners with the knowledge and skills needed to sell vendor technologies and fulfill customers' support needs.

Track Record of Success

V-Valley knows how to build revenue on behalf of its vendors. Since 2014, V-Valley grew at a compound annual growth rate (CAGR) of 15% — going from 285 million euros to 874 billion euros. Its cloud computing business demonstrated an impressive CAGR of 182% during the same period. And all its technology segments are growing substantially above the market rate. The consistent growth numbers show that V-Valley's regional to local coverage, technology expertise, and end-to-end go-to-market support resources are a combination that produces success for vendors.

Capitalizing on the Southern European Channel

The Southern European IT market is a great opportunity for technology vendors looking to expand their reach in Europe. The countries of Italy, Portugal, and Spain are collectively home to over 100 million people, comprising a significant market for technology products. However, penetrating these markets can be a challenge, as local business practices and cultural differences can play a significant role in determining the success of technology companies in these countries.

This is where distributors such as V-Valley come in. V-Valley is a distributor of technology products that operates in the Southern European region. With a deep understanding of the local markets and cultures, V-Valley is well-positioned to help technology vendors succeed in these countries.

V-Valley provides a variety of services to technology vendors, including market analysis, product distribution, and customer support. By partnering with V-Valley, technology vendors can gain a better understanding of the Southern European market and gain valuable insights into local business practices and cultural differences. This information can be used to tailor their products and marketing strategies to better meet the needs of local customers.

V-Valley also offers localized customer support services to help technology vendors effectively serve the local market. This includes providing local language support, as well as technical and product support to customers. This ensures that customers in the Southern European market have access to the support they need, which is critical for building customer trust and loyalty.

In addition, V-Valley helps technology vendors with product distribution. With a strong network of distributors and resellers in the Southern European region, V-Valley can help technology vendors reach a wider customer base and increase their market share. V-Valley also helps technology vendors navigate local regulations and standards, which can be difficult without the support of a local expert.

The Southern European IT market presents a great opportunity for technology vendors, but it also requires a deep understanding of local markets and cultures. By partnering with a distributor like V-Valley, technology vendors can gain valuable insights into the Southern European market, access a wider customer base, and provide the localized customer support needed to succeed. With the right support, technology vendors can tap into the potential of the Southern European IT market and expand their reach in Europe.

The Southern European IT market presents a great opportunity for technology vendors, but it also requires a deep understanding of local markets and cultures.

About Us

V-Valley

V-Valley aims to be a distributor of reference in the Advanced Solutions market, thanks to a wide range of technologies offered in on-prem and as-a-service mode, a highly specialized organization, and an extended set of services available to industry players.

Enhancing your business is the payoff that summarizes the company's mission to support customers to further enhance their digital transformation projects aimed at end-user companies and Public Administration.

V-Valley combines the experience of a multinational company, with the agility and knowledge of the local market, to efficiently serve its partners in a customized manner.

V-Valley is a company of the Esprinet Group, a leading distributor in Southern Europe and in the top ten worldwide, listed on the Italian Stock Exchange with a turnover of 4.7 billion euros in 2021, 31,000 active customers, 650 brands in its portfolio and more than 1,700 employees.

Esprinet

Esprinet is an enabler of the tech ecosystem that promotes tech democracy, with a profound calling to social and environmental sustainability. Thanks to a complete offer of advisory, cybersecurity, services and products to buy or rent through an extensive network of professional resellers, Esprinet is the leading Group in Southern Europe (Italy, Spain and Portugal), the fourth in Europe and in the top 10 at global level. With more than 1,700 employees and 4.7 billion euro in turnover in 2021, Esprinet (PRT:IM – ISIN IT0003850929) is listed on the Italian Stock Exchange.

Channelnomics

Channelnomics is a business strategy and research firm focused on connecting channel professionals with the people and insights they need to continually evolve and operationalize their strategy. Channelnomics provides manufacturers, cloud computing specialists, technology companies, telecommunication carriers, and service providers with market intelligence, custom research, strategy development, and go-to-market support in indirect-sales models. Channelnomics' industry experts work with clients to provide the economic evidence to validate and structure their strategy. Our clients, in turn, benefit from improved GTM performance, faster time to market, and better return on partner relationships. Visit us: www.channelnomics.com.