SaaS-mic Shift for Channel Partners

Description: The continuing acceptance of SaaS and cloud computing is a game-changing, seismic shift for today's value-added resellers (VARs), systems integrators (SIs), IT consulting firms and other “channel partners.” The old business models, based on margin sharing and charging implementation and support fees, are being threatened by lower-margin subscription-based business models that require the channel partner to deliver true value-added services. Of the three types of channel partner business models identified, two appear to be significantly threatened with change. Those operating under the third model, while better positioned to succeed, still face challenges.

The channel partner of the future will embrace and provide more services, either by leveraging Platform-as-a-Service offerings to extend SaaS solutions, by wrapping business services around SaaS solutions, or both. In so doing, the channel partners will begin to resemble SaaS providers and/or Managed Services Providers. This transition will not be easy, as it will mean acquiring domain expertise and migrating from a product to a service orientation.


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