

CONTEXT

marlion

KEEPING UP WITH INNOVATION

Changing business models in the IT industry and
the transformation of consumer lives

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6th September, 2018

GTDC
Official partner

Today we will hear the voice of the IT industry in Russia supported by CONTEXT sales data: where the industry is investing for growth, and how consumers' lives are being impacted

Celebrating 35 YEARS

of data and advice
on channel
sales & prices



Global coverage

Sales Tracking

W Europe /// CE Europe ///
Turkey /// Russia /// Brazil ///
South Africa* /// ANZ*

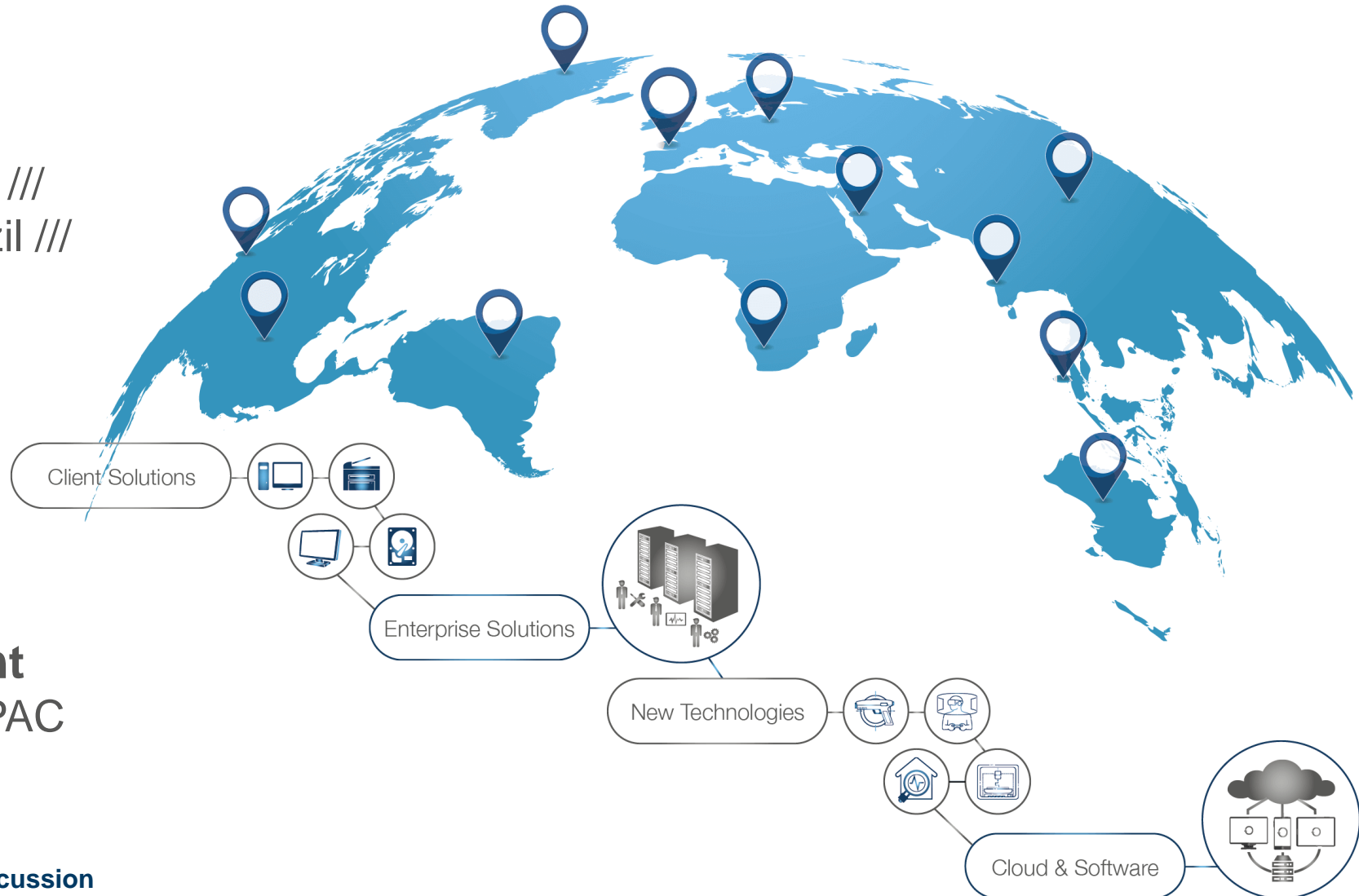
Price Tracking

Americas /// EMEA ///
APAC

Channel Management

Americas /// EMEA /// APAC

*To be launched in 2018 ** Under discussion



The background image is a serene coastal scene. In the foreground, a small, dark-colored boat with a red stripe is moored on a rocky shore, partially covered by seaweed. The water is calm, reflecting the sky and the distant land. In the middle ground, a small town or village is visible on a peninsula, with several buildings and a church spire. The background features rolling hills and mountains under a clear blue sky with a few wispy clouds. The overall tone is peaceful and scenic.

How is the tech industry **evolving**?

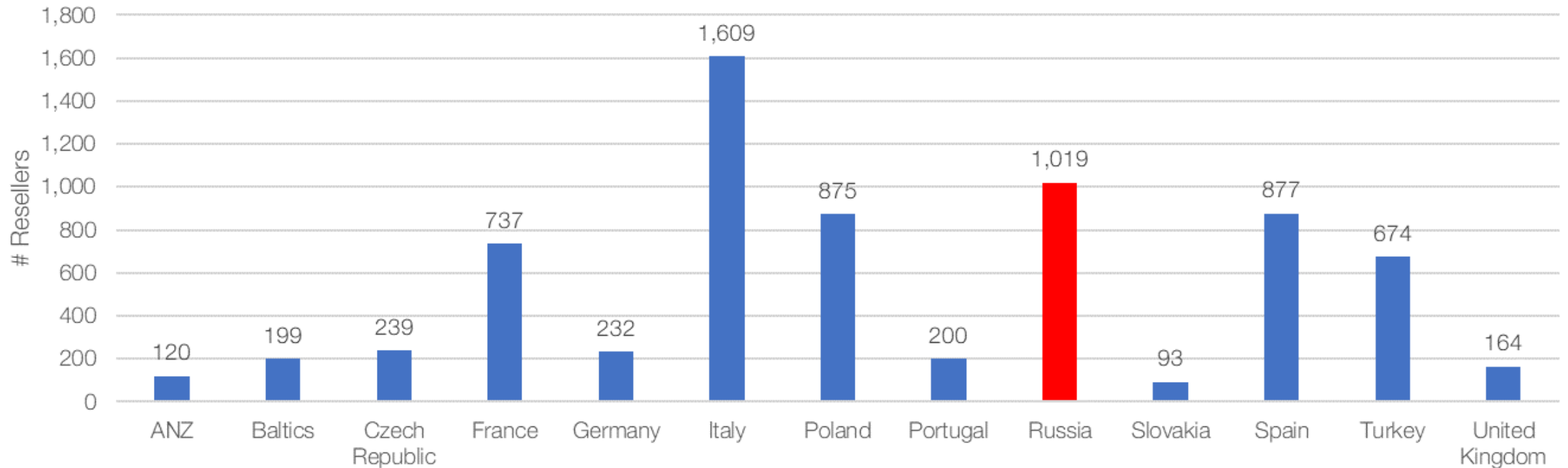
A fun look at new technology



ChannelWatch 2018: unique insight into the IT landscape



ChannelWatch Survey Repondents by country



Total of 7,038 reseller respondents

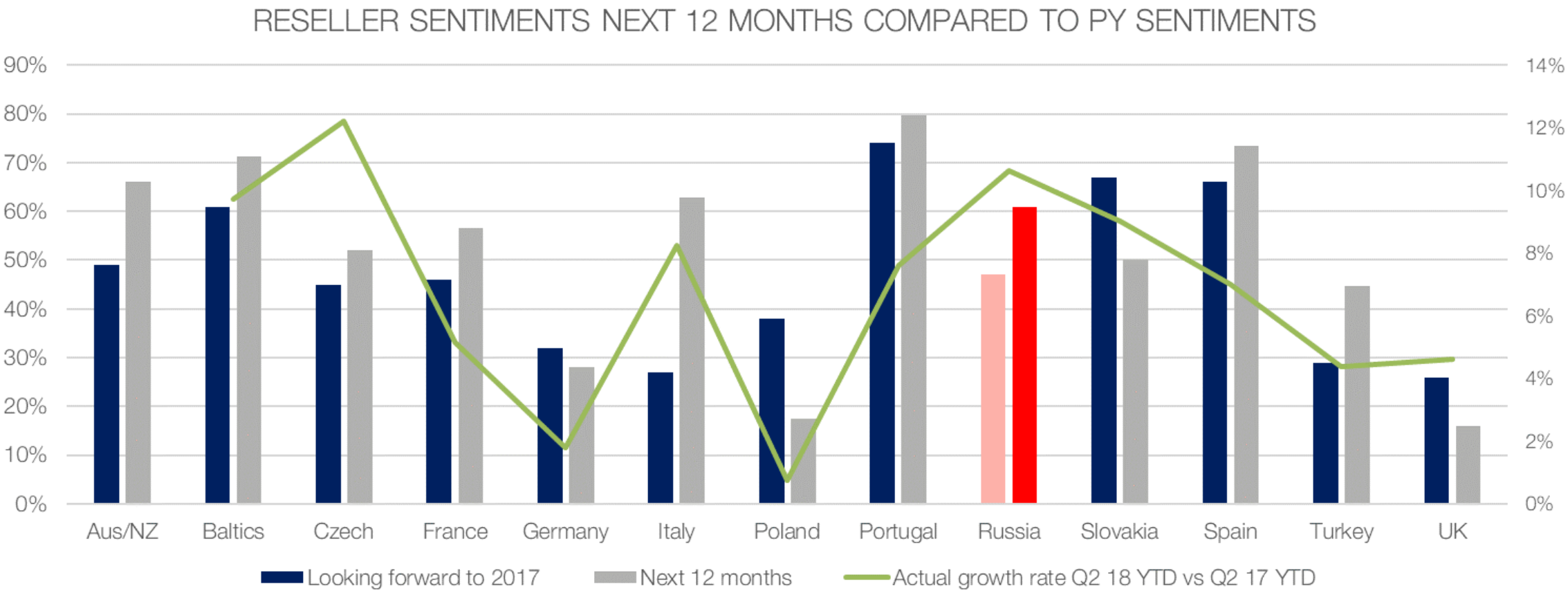
Congratulations to Merlion!





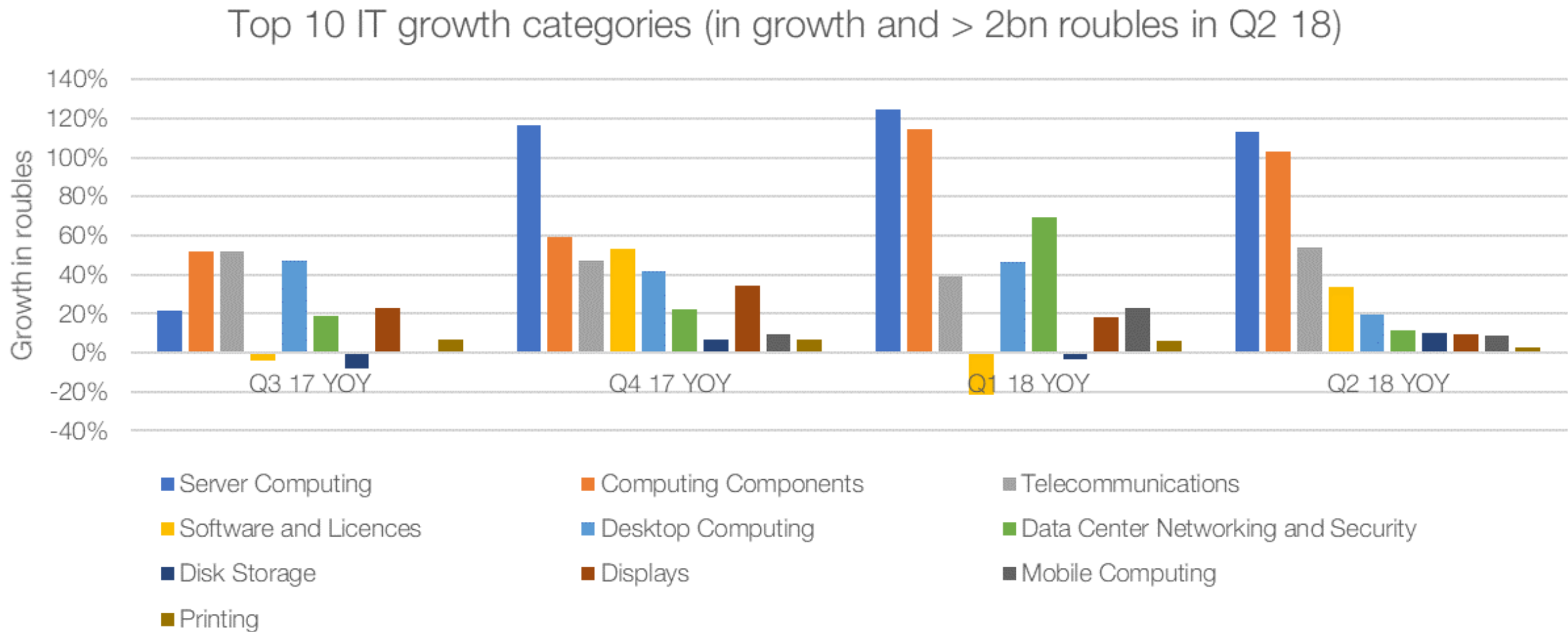
Where are the
opportunities
in Russia?

Russia looks forward to the next 12 months more positively than a year ago



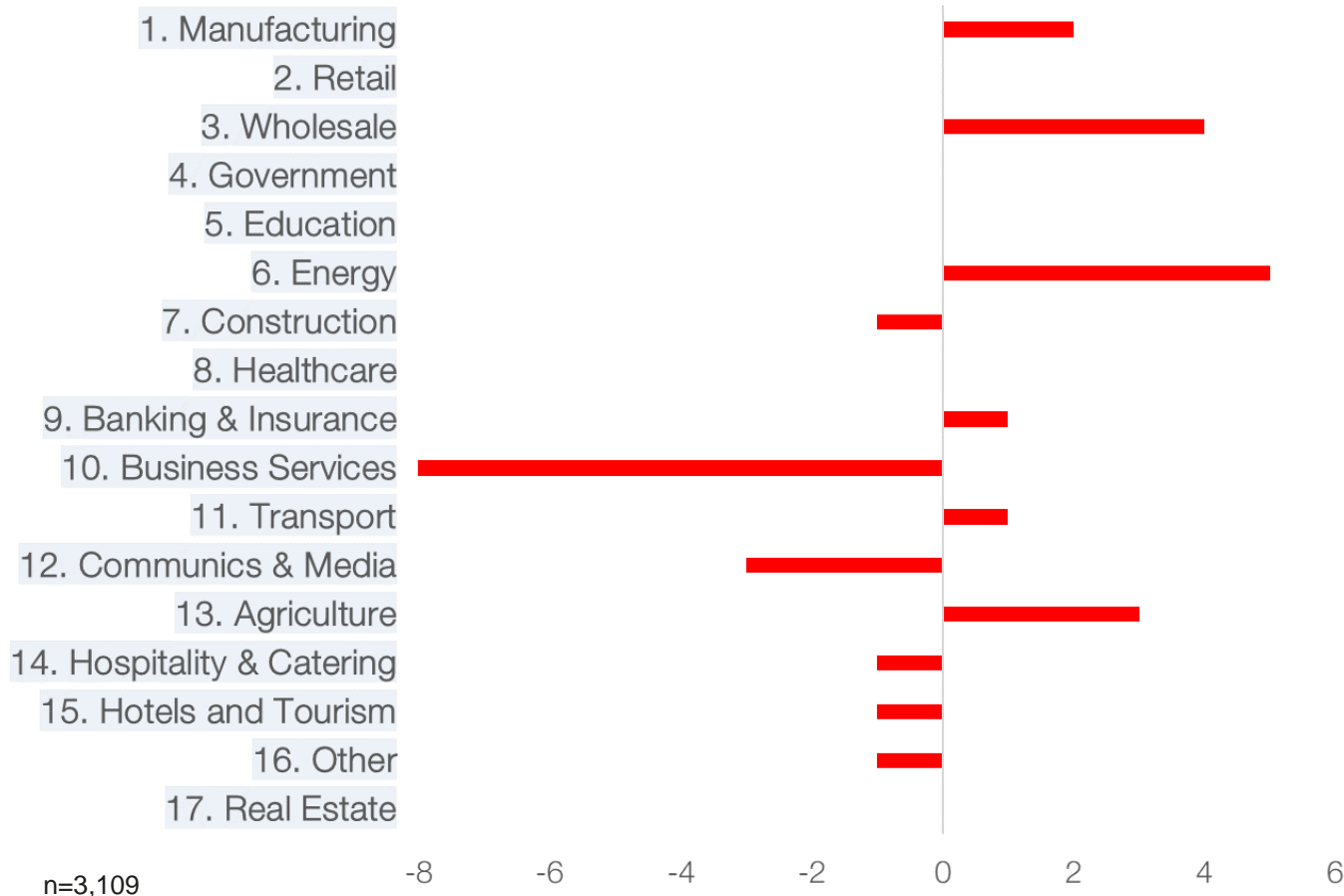
n=3,925 **Net reseller sentiment** = subtracting negative from positive sentiment, & ignoring “no change”

Powerful growth in IT categories such as server, components and telecoms



The vertical perspective: manufacturing, retail & energy are stronger opportunity sectors in Russia than other countries

Which vertical accounts for more than 25% of your business?

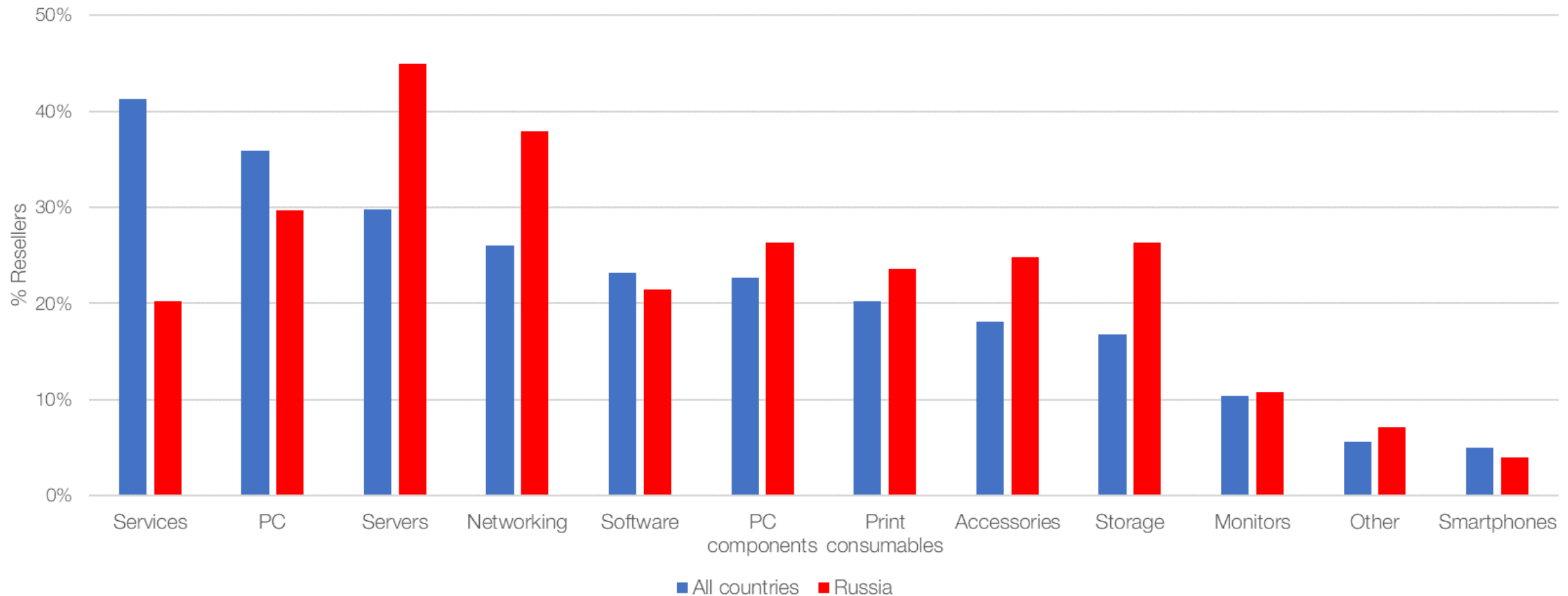


Ranking in Russia 1 to 17 – red bars compare Russia ranking to all countries (plus or minus):

- Resellers sell primarily into **manufacturing, retail** and **wholesale**
- Manufacturing, wholesale and energy are the three sectors which are more **important** in Russia

Today's product perspective: huge opportunity for **services development**

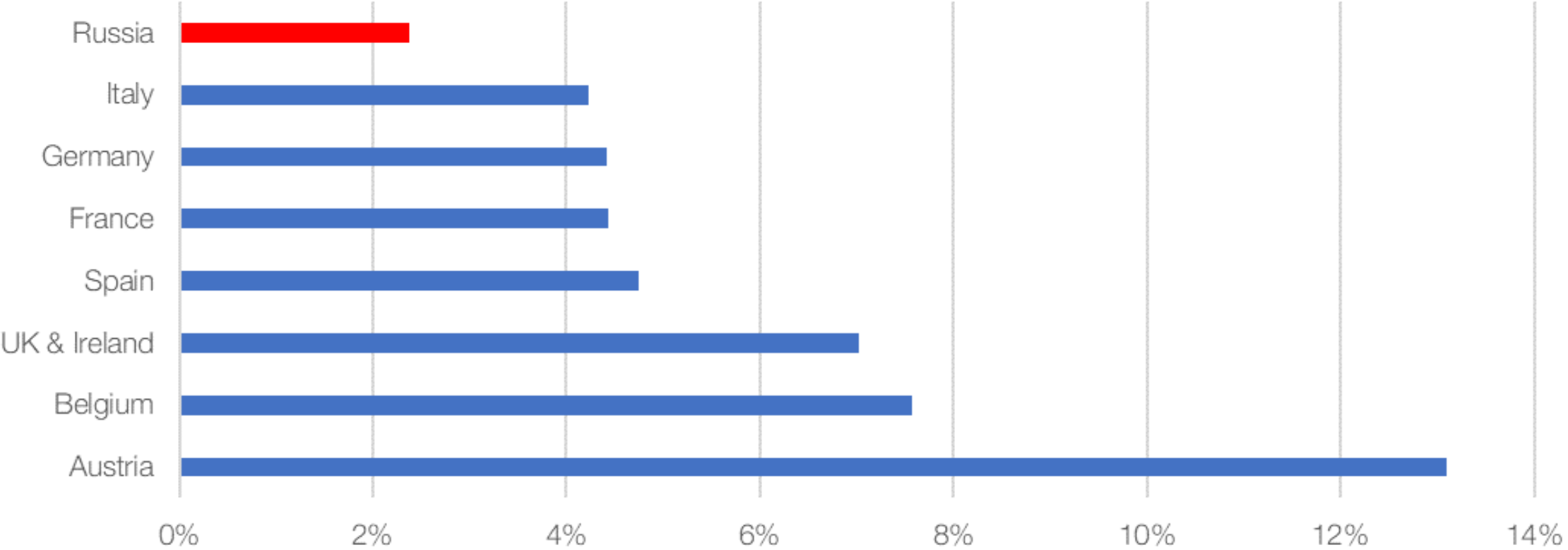
The product categories which generate most revenue for resellers



n=3,857

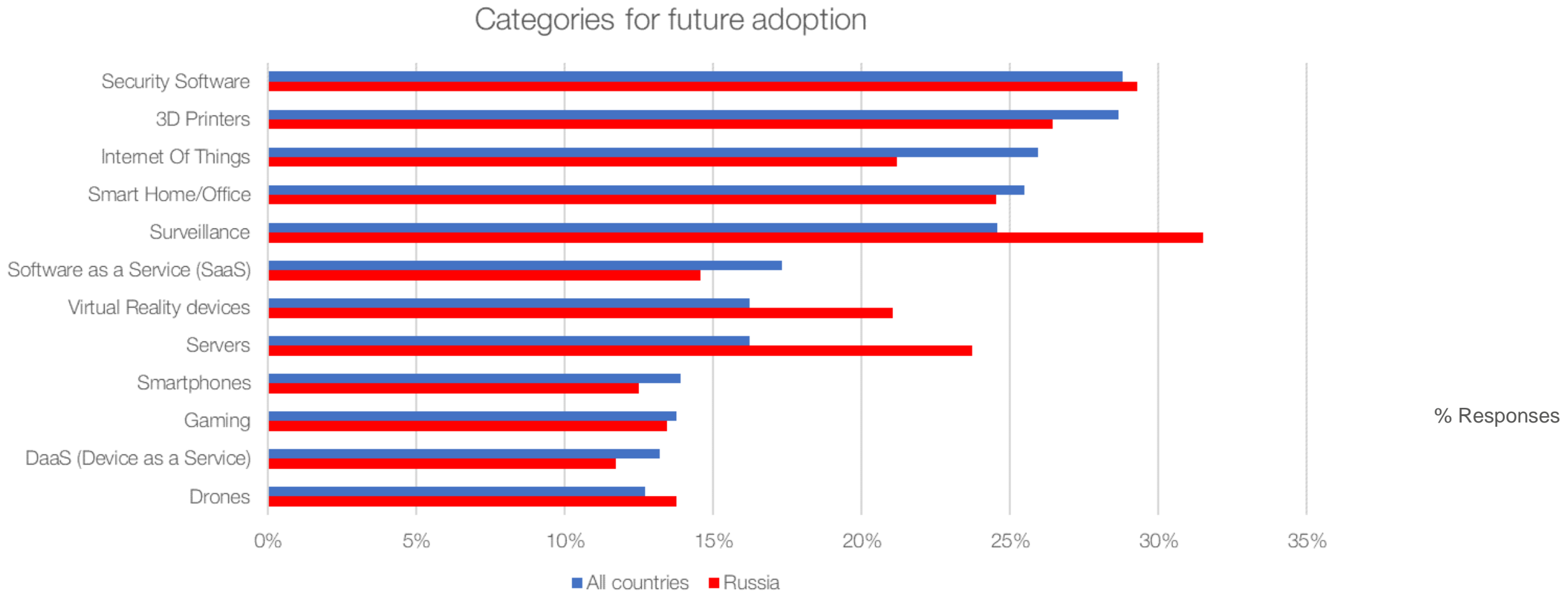
Russia could double or triple service revenues if it achieved benchmarks set by other countries

Weight of services in each country panel



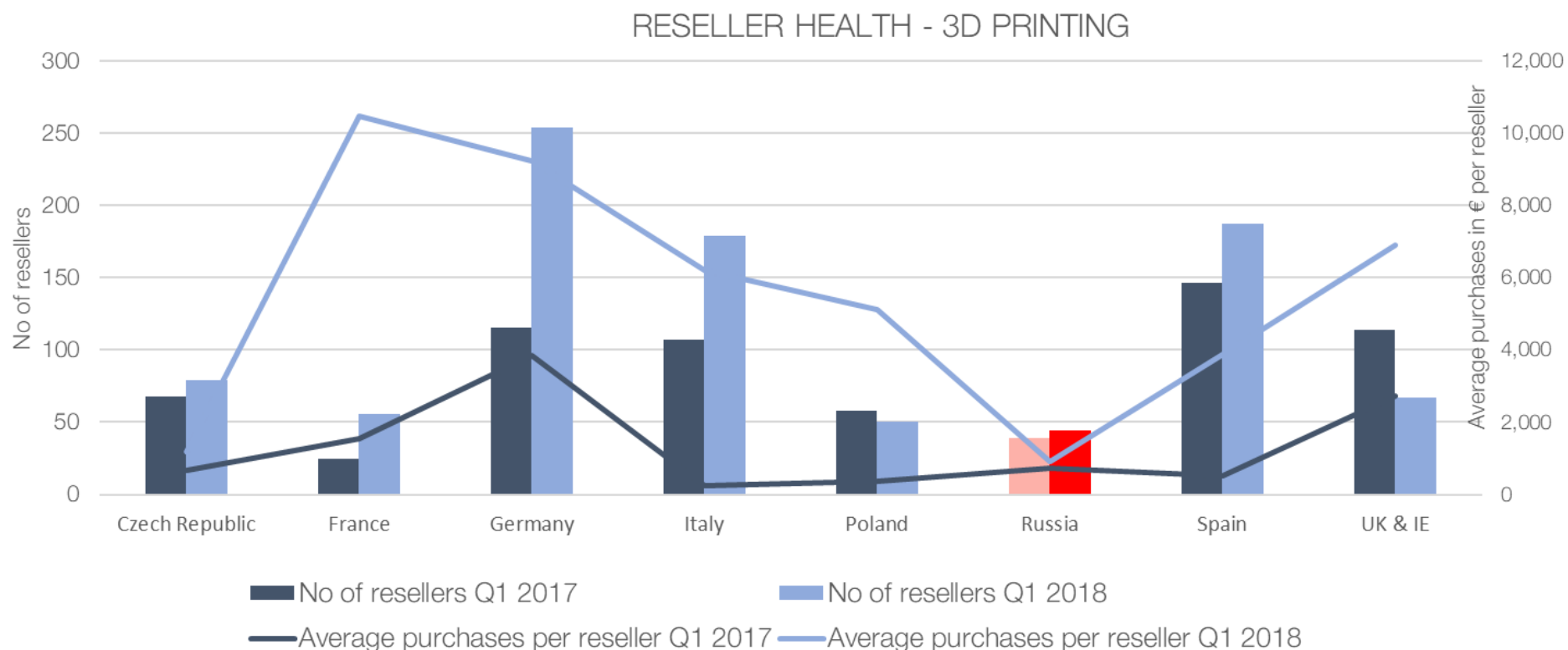
Q3 17 to Q2 18 CONTEXT Panel revenues

Tomorrow's product perspective: the future is in security (physical & digital) and in new technology



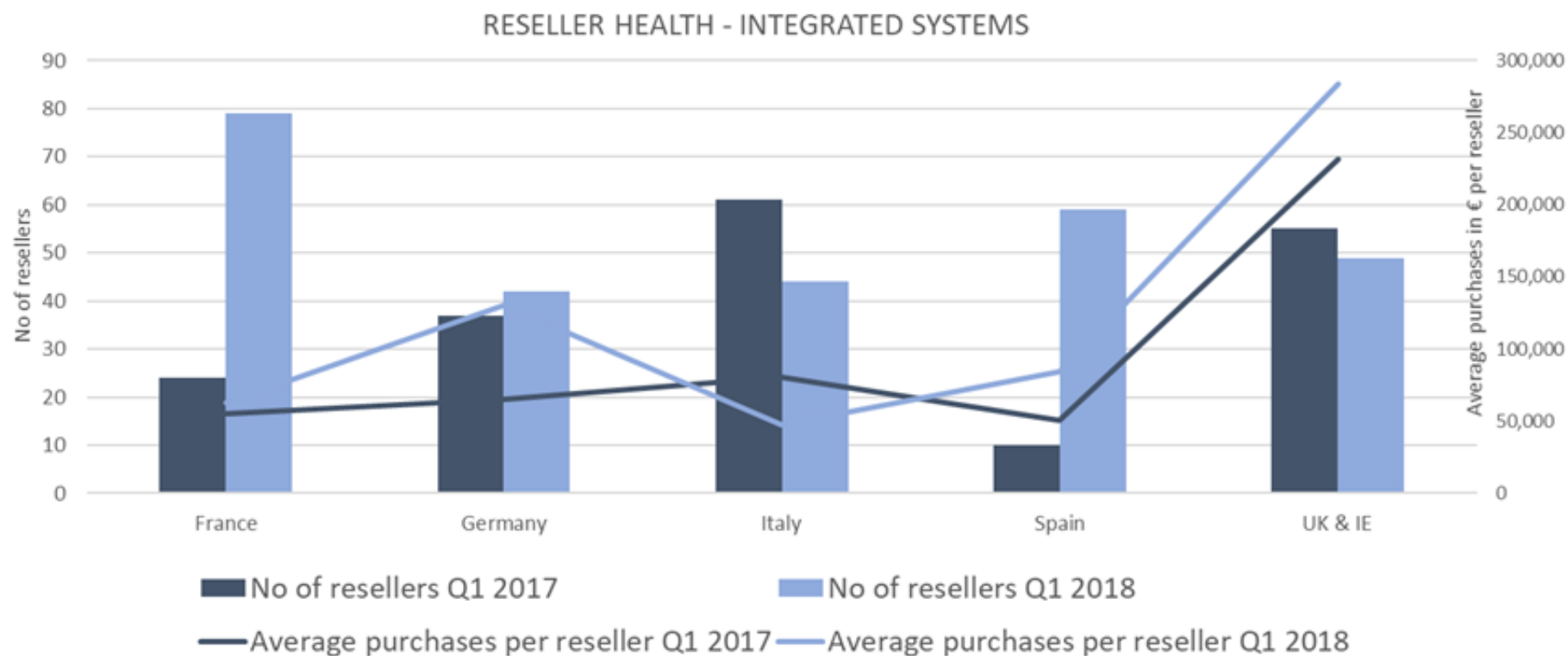
n=3,695

3D printing is growing but not yet in Russia



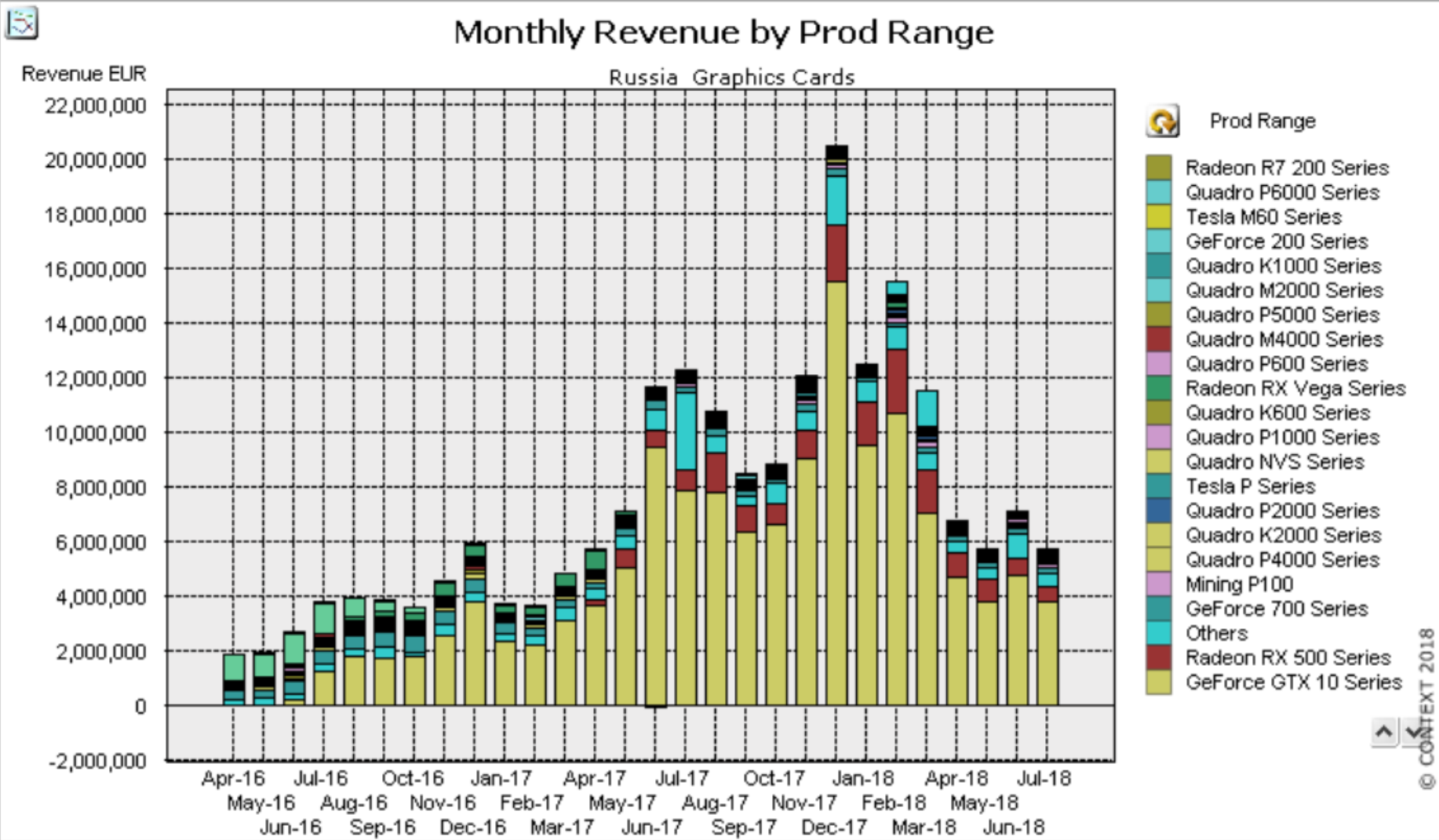
- 40% increase in resellers
- 328% increase in average revenues driven by hardware and consumables
- Average revenues still low at 7K€

There is a huge **hyper-converge** opportunity



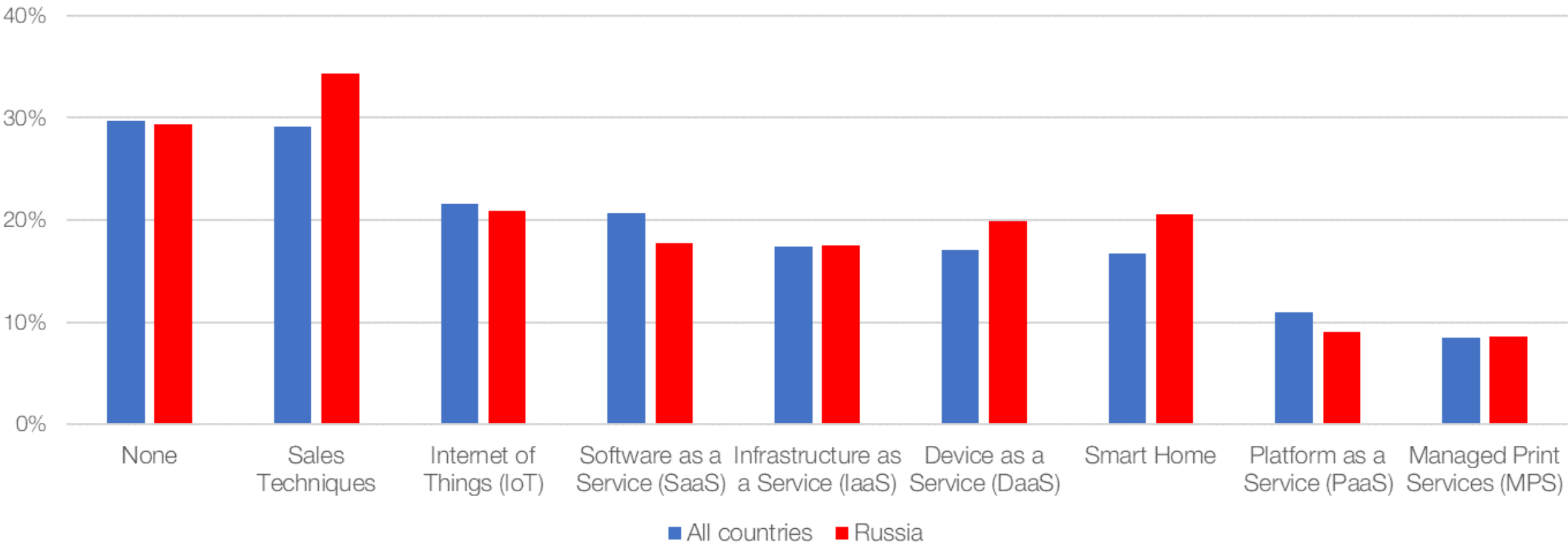
- **44% increase** in resellers
- **-9% decrease** in av'ge revenues (new entrants)
- **Average revenues** in UK from 242K€/reseller to 281K€ shows the huge potential

Blockchain drives sale of graphics cards in Russia



Cloud services today: the IT industry in Russia has an **appetite to learn** and be trained similar to other countries

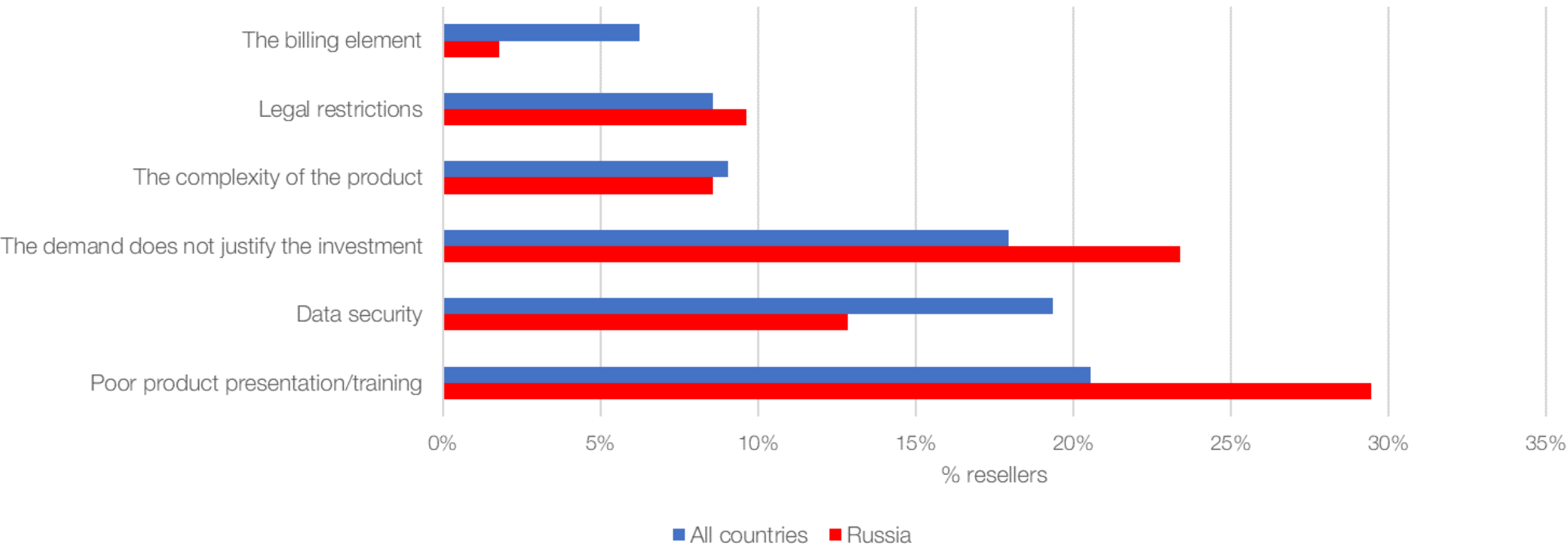
Where would training be most valuable to resellers?



n=6,551

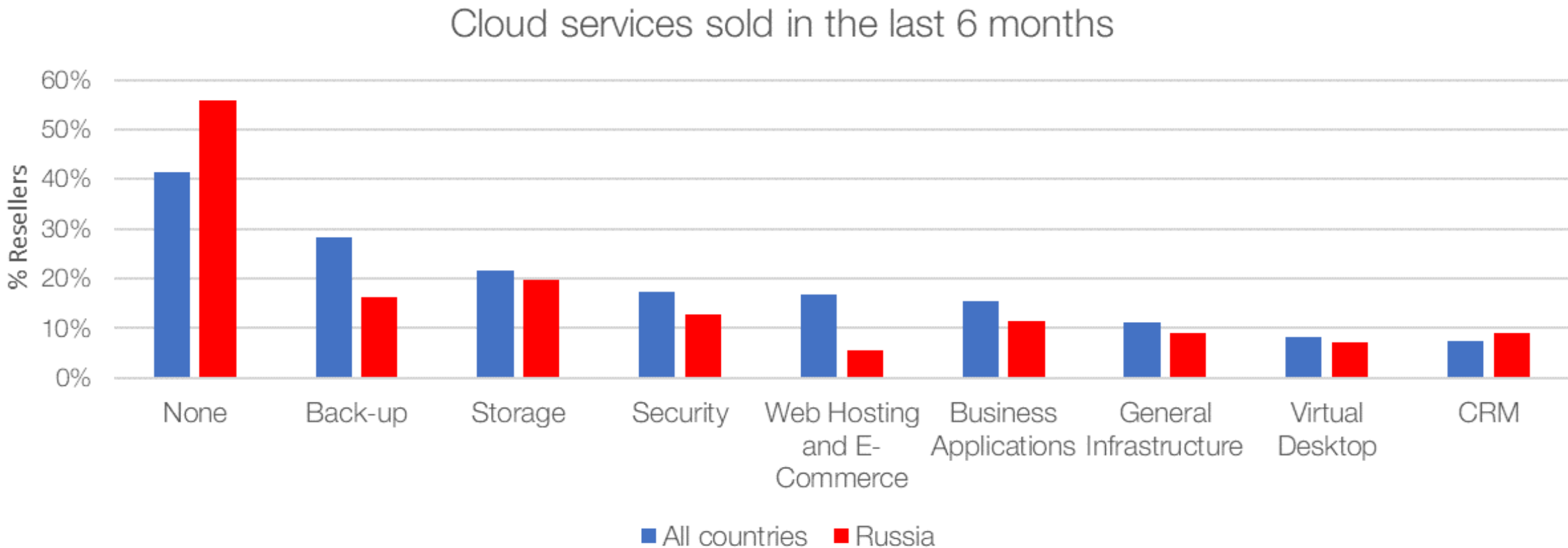
But lack of training and understanding is the biggest blocker to implementation of new cloud services

Why would businesses not sell cloud services?



n=3,061

Except in storage, other countries are ahead on delivering cloud services



n=2,145



Smart Home **case study**

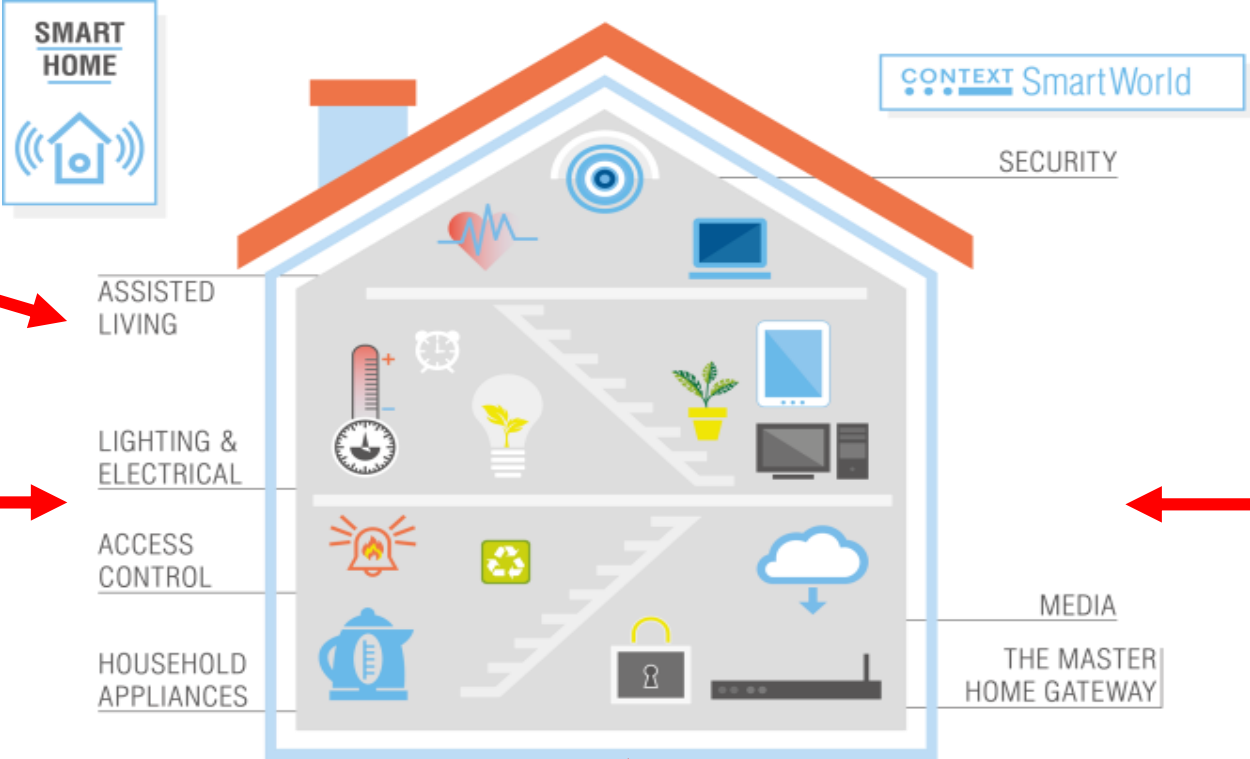
Smart Home automation is a microcosm of all that is changing in tech

Voice

Blockchain

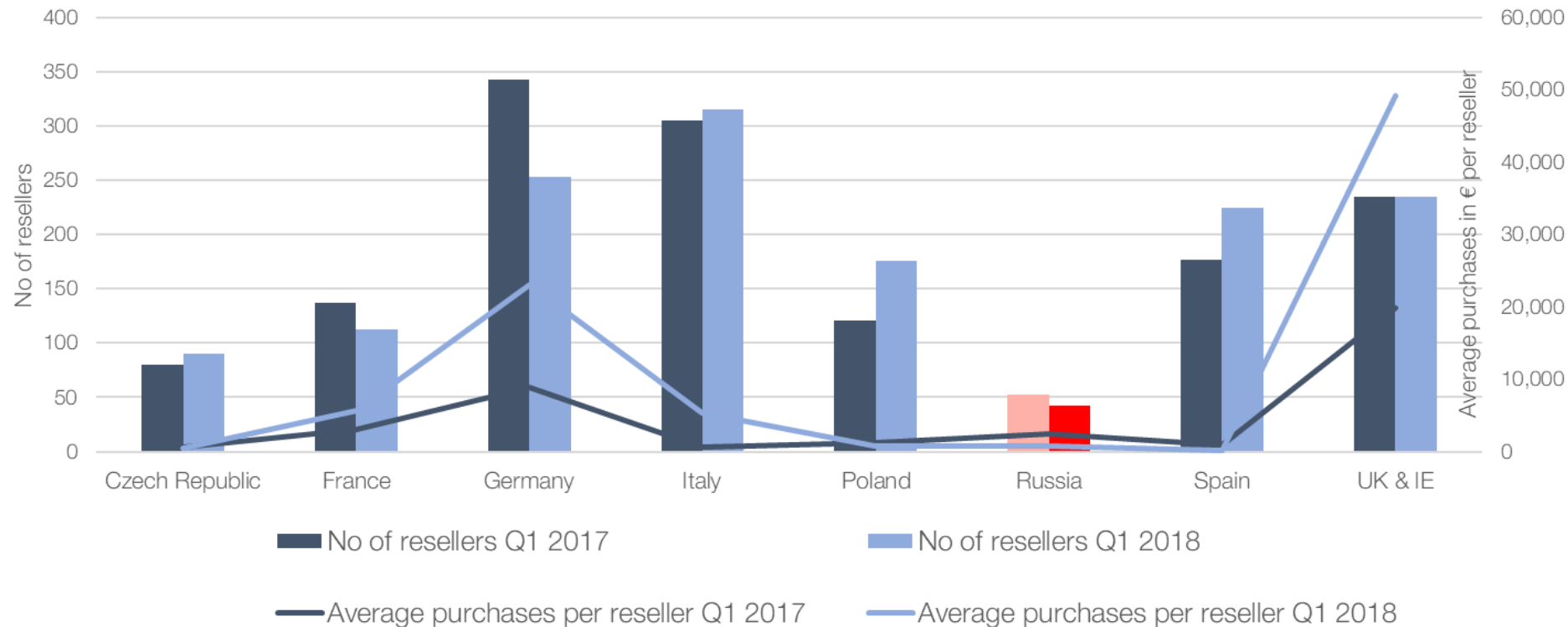
AI

IOT



Today, Smart Home is serious in UK and Germany

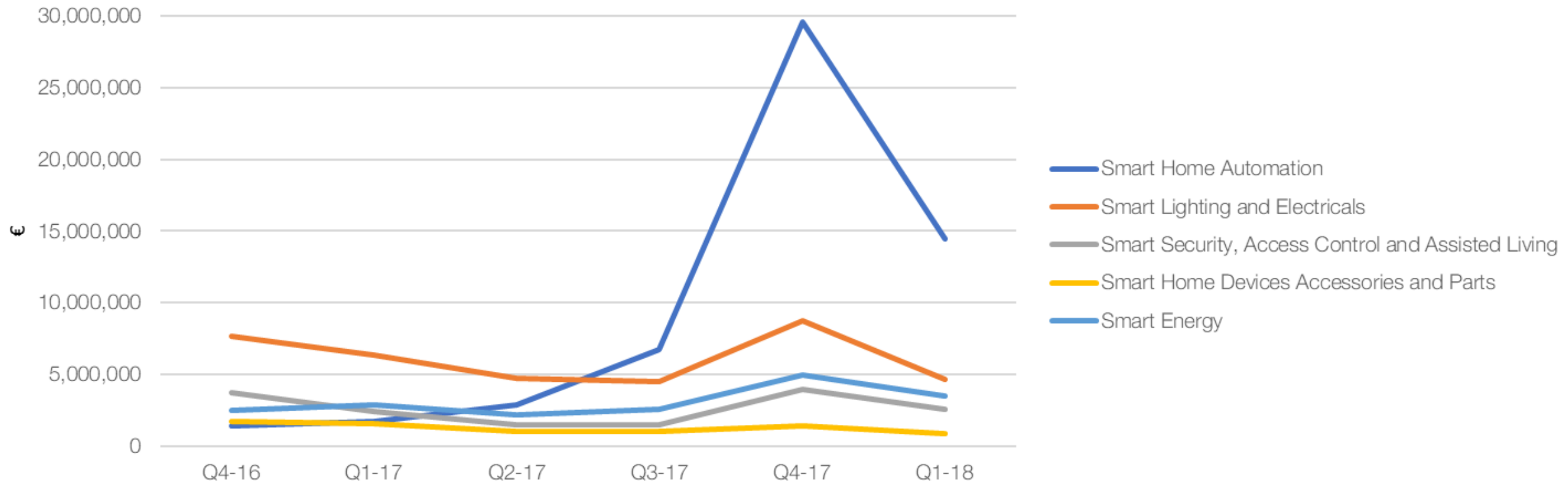
RESELLER HEALTH - SMART HOME



- **3%** increase in resellers
- **102% increase** in average revenues driven by smart speakers
- **Average revenues** in UK/Germany are at PC industry level – 39K€/reseller

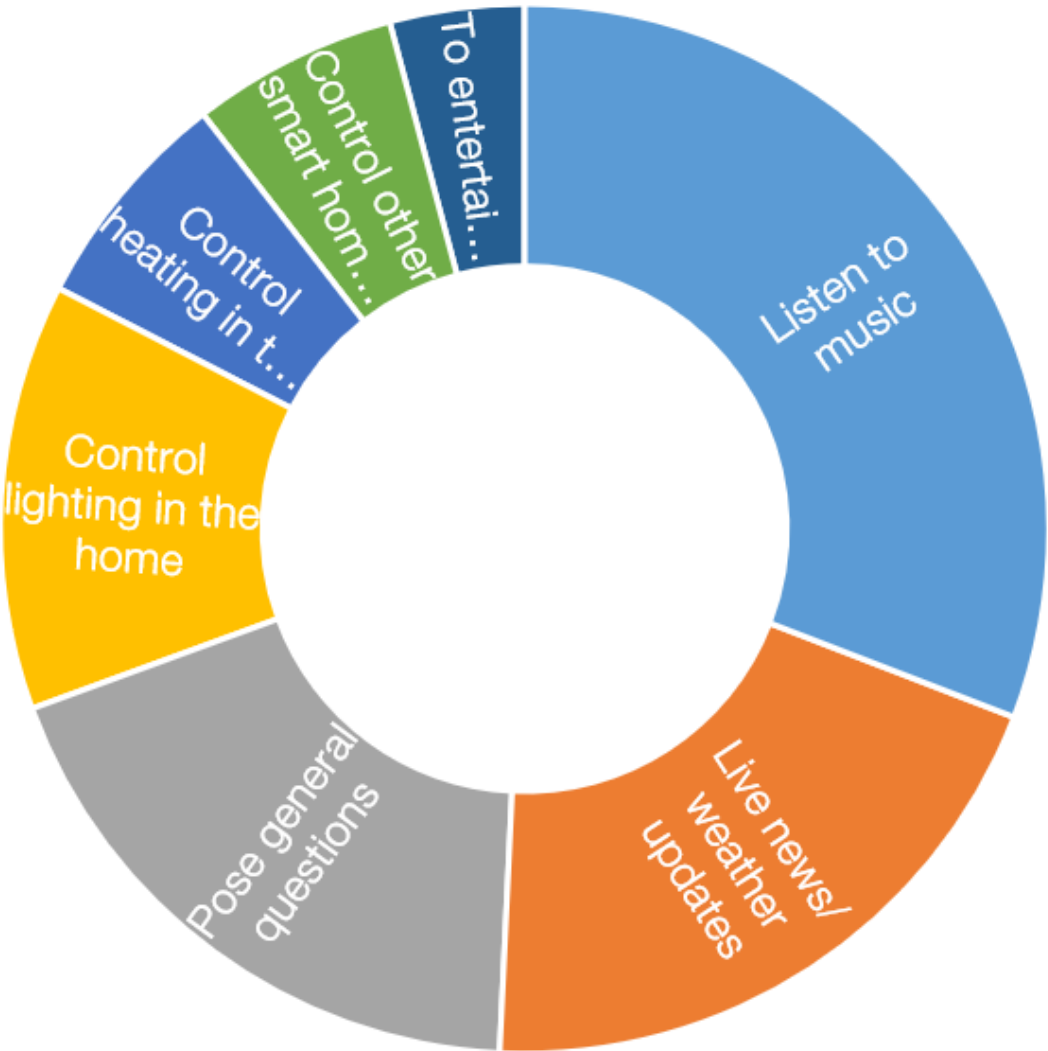
Today, smart **speakers** are driving the future

Smart home sales through distribution



The combination of voice access with music is the secret of smart speakers

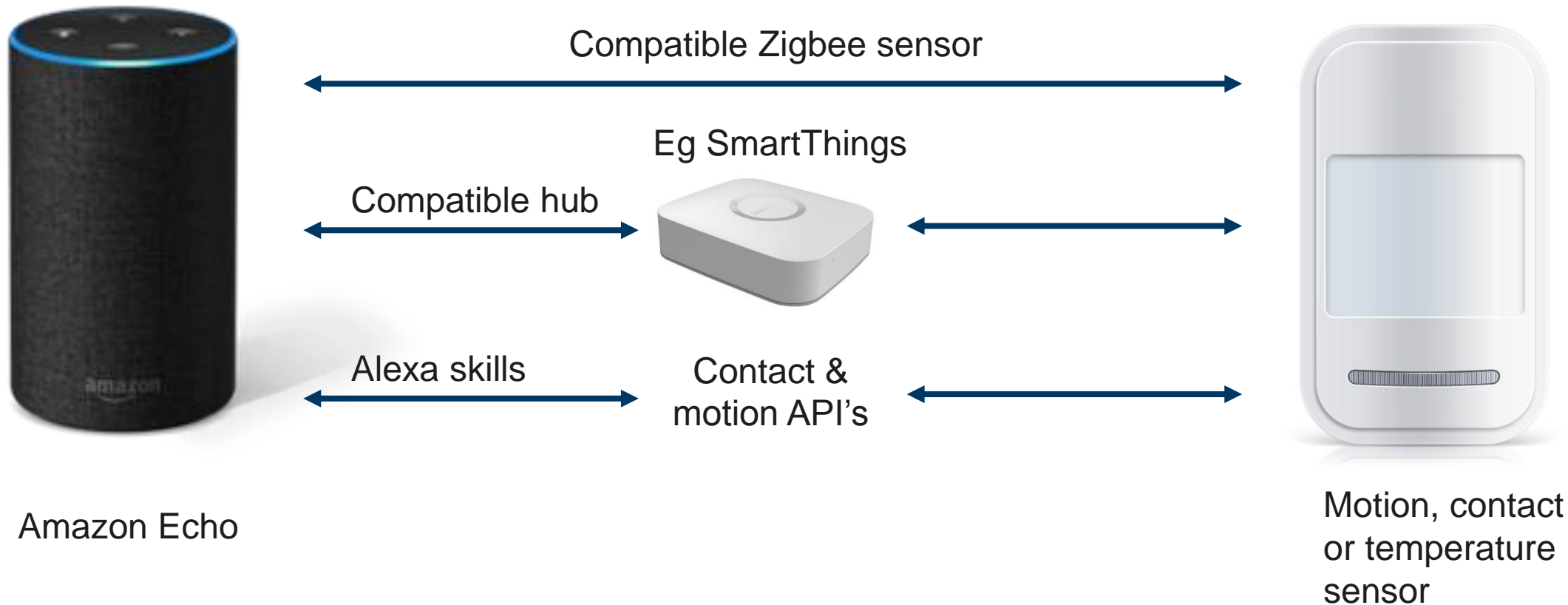
For what purposes do you use your smart speaker?



n=3,500 - 2018 Smart Home Survey

The smart speaker is also now going to drive IOT developments in the home

Announced by Amazon 28th August, 2018



IOT use cases



Blockchain and crypto-currency use case



Manage household
chores by blockchain



Integrated through technology
into household life

Create a currency of
exchange in the home



Motivate children and all
members of the family to do their
share of the work

To end, here is a look at the future combining all these technologies – the Farley home [Link to Farley video](#)

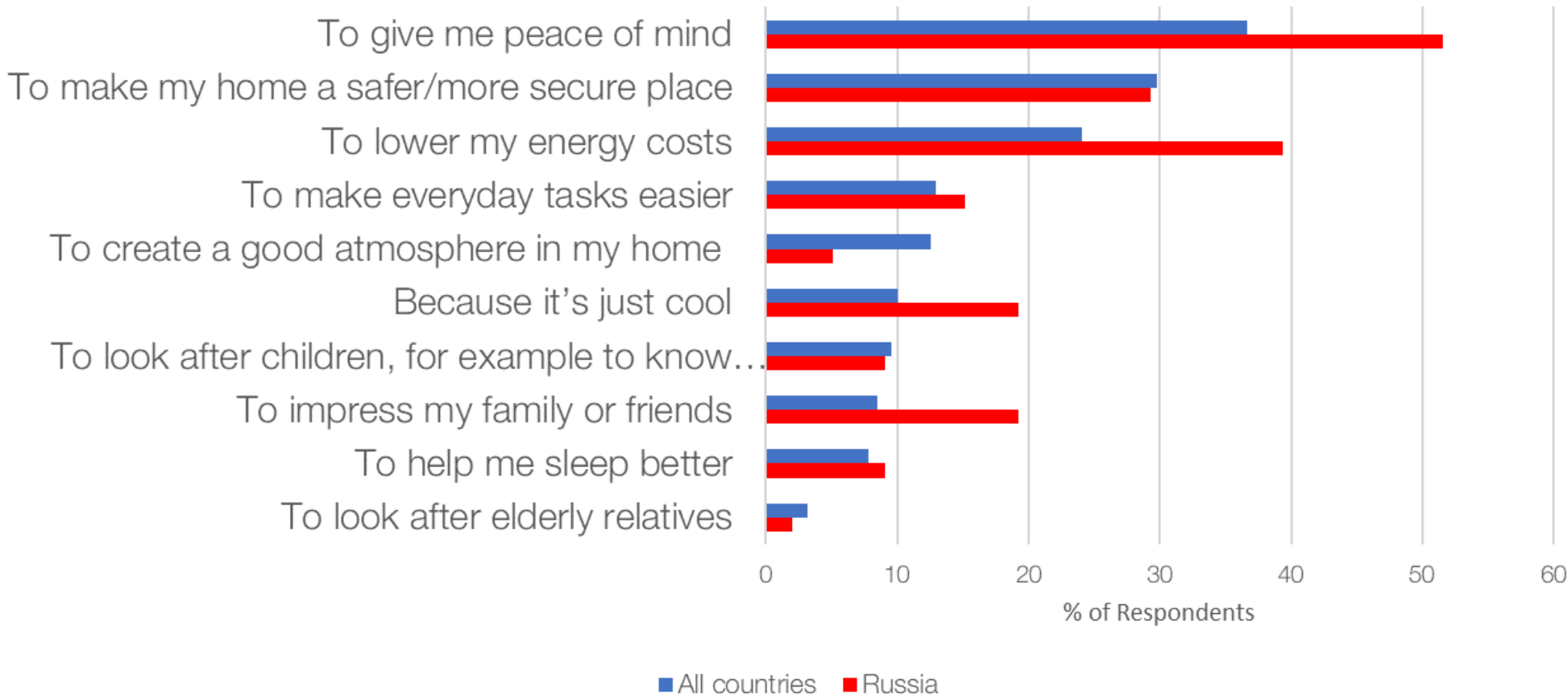


We are in a new
technology revolution
powered by IOT,
blockchain, AI...and
voice



Consumer perspective on smart home: the desire for peace of mind is the key driver, significantly above other countries

Why buy smart home products?



n=4,500 – 2017 Smart Home Survey

Спасибо!



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