

**Contact**

Kate Spellman  
Everything Channel  
516.562.7383  
[kspellman@everythingchannel.com](mailto:kspellman@everythingchannel.com)

**Everything Channel's Institute for Partner Education & Development Launches Annual Research Subscription Service to Help Vendors Track Partner Engagement****Subscription Includes: Quarterly Channel Affinity Index, Global State of the Market Report and Channel Prescriptive Reports**

**Manhasset, NY, April 7, 2008** – Everything Channel (formerly CMP Channel), the global leader in technology channel execution, today announced that its Institute for Partner Education & Development (IPED) has launched an annual research subscription service to help technology vendors improve partner engagement activities to accelerate channel revenue. The annual subscription delivers quarterly Channel Affinity Index reports, a Global State of the Market report and access to IPED's Channel Prescriptive reports.

"We are very excited to enhance our offerings with an annual research subscription service. Through our exclusive market intelligence and expert analysis we provide vendors with a Channel Affinity Index which tracks relationships between the vendor, the solution provider and the end-customer in terms of products and services proposed and sold in more than 50 different technology segments," said Toni Clayton-Hine, Vice President, Managing Director, IPED.

The IPED annual subscription service includes:

- **Channel Affinity Index Report**

The quarterly Channel Affinity Index enables vendors to evaluate their competitive position in the channel marketplace. It is the only tracker of its kind that provides a leading indicator of channel sales and partner engagement by measuring the critical relationships between partners, end-customers and vendors. The report allows vendors and solution providers to trend technology and brand adoption in both the SMB and enterprise. The results provide specific performance factors that can be adapted to increase sales.

- **Global State of the Market Report**

The Global State of the Market report is an exclusive report that yields a macro and micro view of channel trends in emerging markets as well as the dynamics of each market. Based on more than 7,400 responses from the Americas, Asia, Europe and Africa, the report identifies what channel investments IT vendors need to make and where they should be allocating their resources to secure the highest return on investment. In addition, the research touches upon global solution provider business models as well as opportunities and challenges for growth.

- **Channel Best Practices Profitability Reports**

The annual research subscription service also provides access to additional IPED best practices reports – IPED's Prescriptive Reports. These reports provide a series of best practices that can be implemented by vendors for channel development and business management.

Pricing for the annual subscription service is based on the technology and market segments. For information on IPED's annual subscription service, contact Toni Clayton-Hine at 212-600-3113 or [tclayton@everythingchannel.com](mailto:tclayton@everythingchannel.com).

**About Institute for Partner Education & Development ([www.IPED.com](http://www.IPED.com))**

The Institute for Partner Education & Development (IPED) empowers technology companies with channel education, intelligence and analysis to develop, deploy and execute channel strategies and programs that drive revenue. IPED content is based on two decades of channel experience and more than 50,000 annual surveys of business partners and end-customers. IPED is a business unit of Everything Channel, publishers of CRN and VARBusiness; host of ChannelWeb, largest channel portal for solution providers; and organizers of the XChange conferences. With 25 years of experience and institutional knowledge about the channels of distribution for IT products, Everything Channel is recognized as the premier source of information for the channel.

**Everything Channel ([www.everythingchannel.com](http://www.everythingchannel.com), [www.channelweb.com](http://www.channelweb.com))**

Everything Channel is the global leader in technology sales and serves as the one stop shop for the sales channel that drives 75 percent of technology sales throughout the world. IT suppliers and Solution Providers turn to Everything Channel to manage and accelerate their business. Everything Channel provides the answer to strategy and branding, online marketing, research/market intelligence, lead generation, branded and custom events, education and workflow tools targeted to those who buy and sell through the Channel. Everything Channel is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$2.5 billion.

###