



Distribution Organization Charts EMEA

- Purpose of this document:
- This is a tool that helps Channel Marketing Managers explaining or understanding the Organization of the IT Distribution Channel.
- Charts are to be used for internal & external presentations.
- The flows between partner categories are not indicated, as they vary a lot according to the products, markets and companies.

• **compuBase |**
www.compibase.net

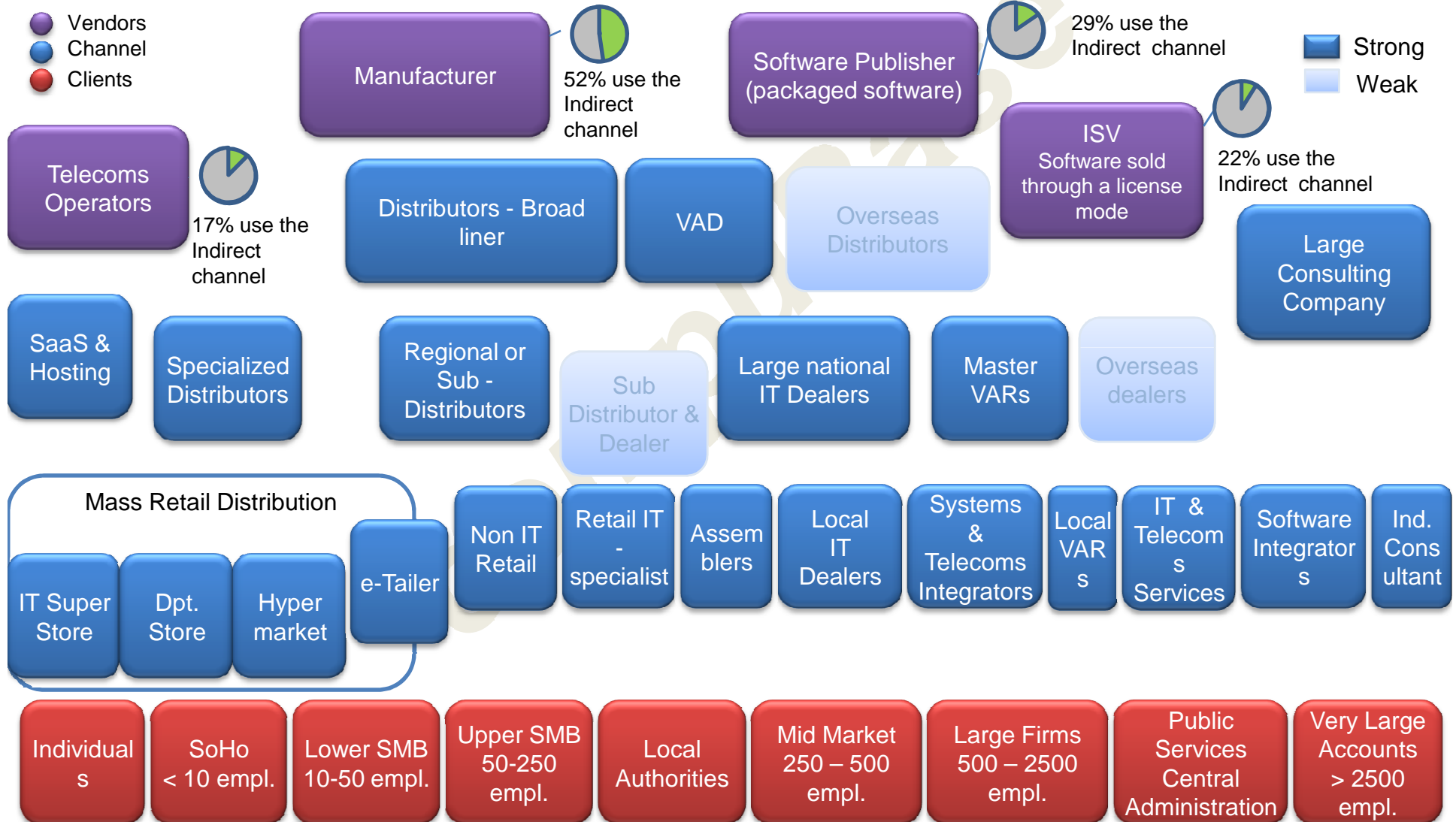
Europe's Big 5

- Germany
- UK
- France
- Italy
- Spain

IT & Telecoms Digital Home Distribution Organization

- Vendors
- Channel
- Clients

- Strong
- Weak

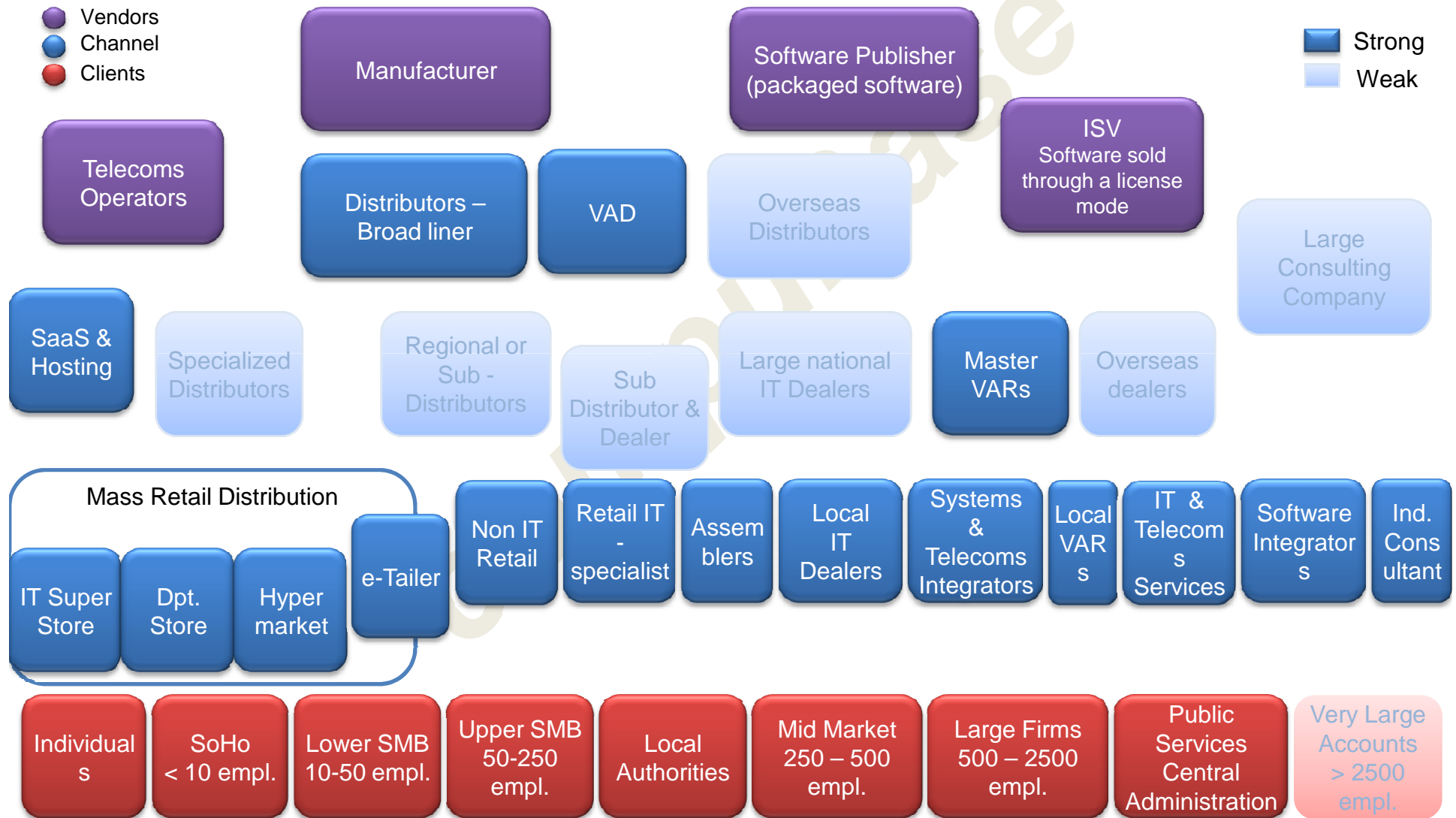


Other Western Europe

IT & Telecoms Digital Home Distribution Organization

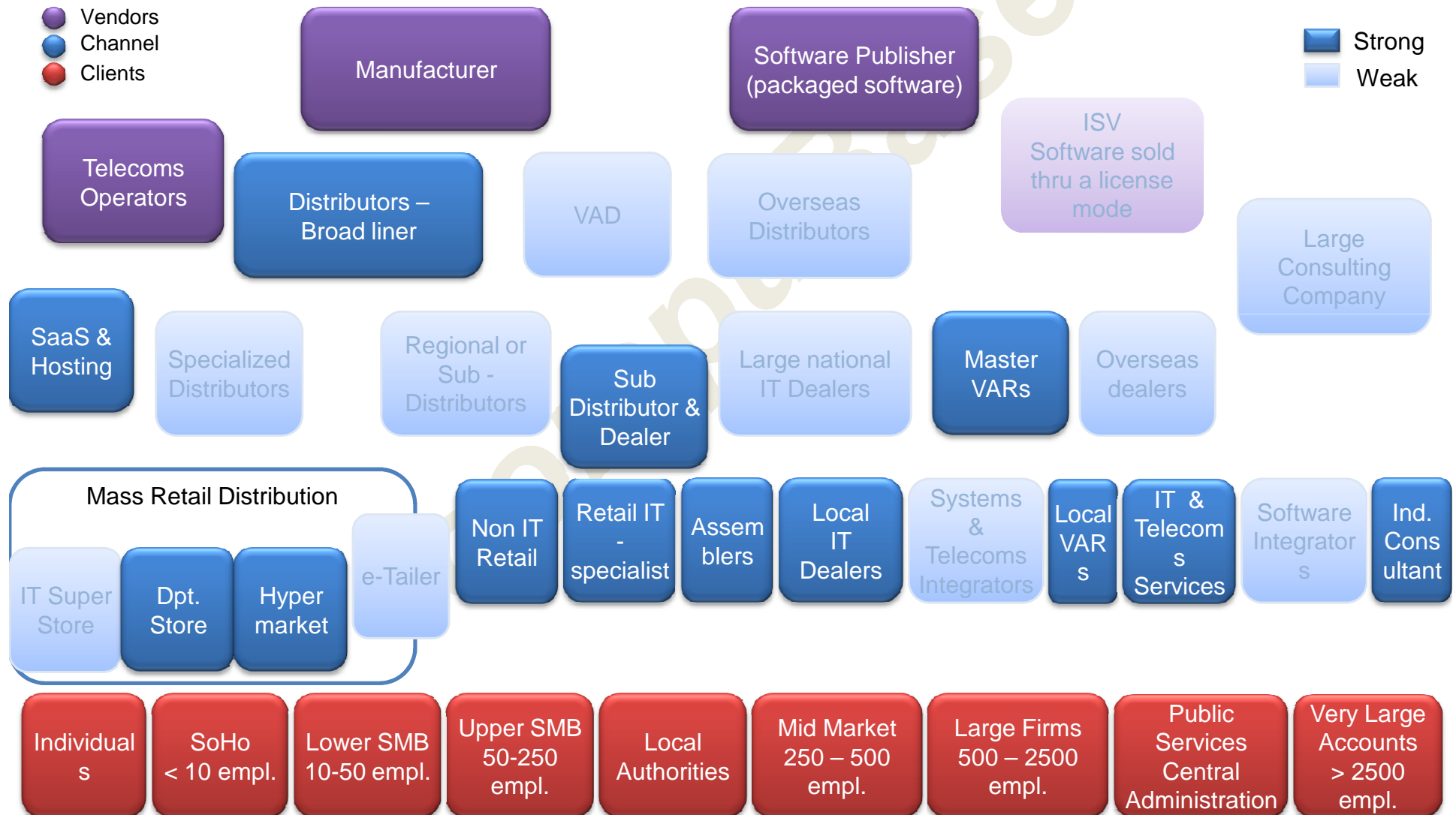
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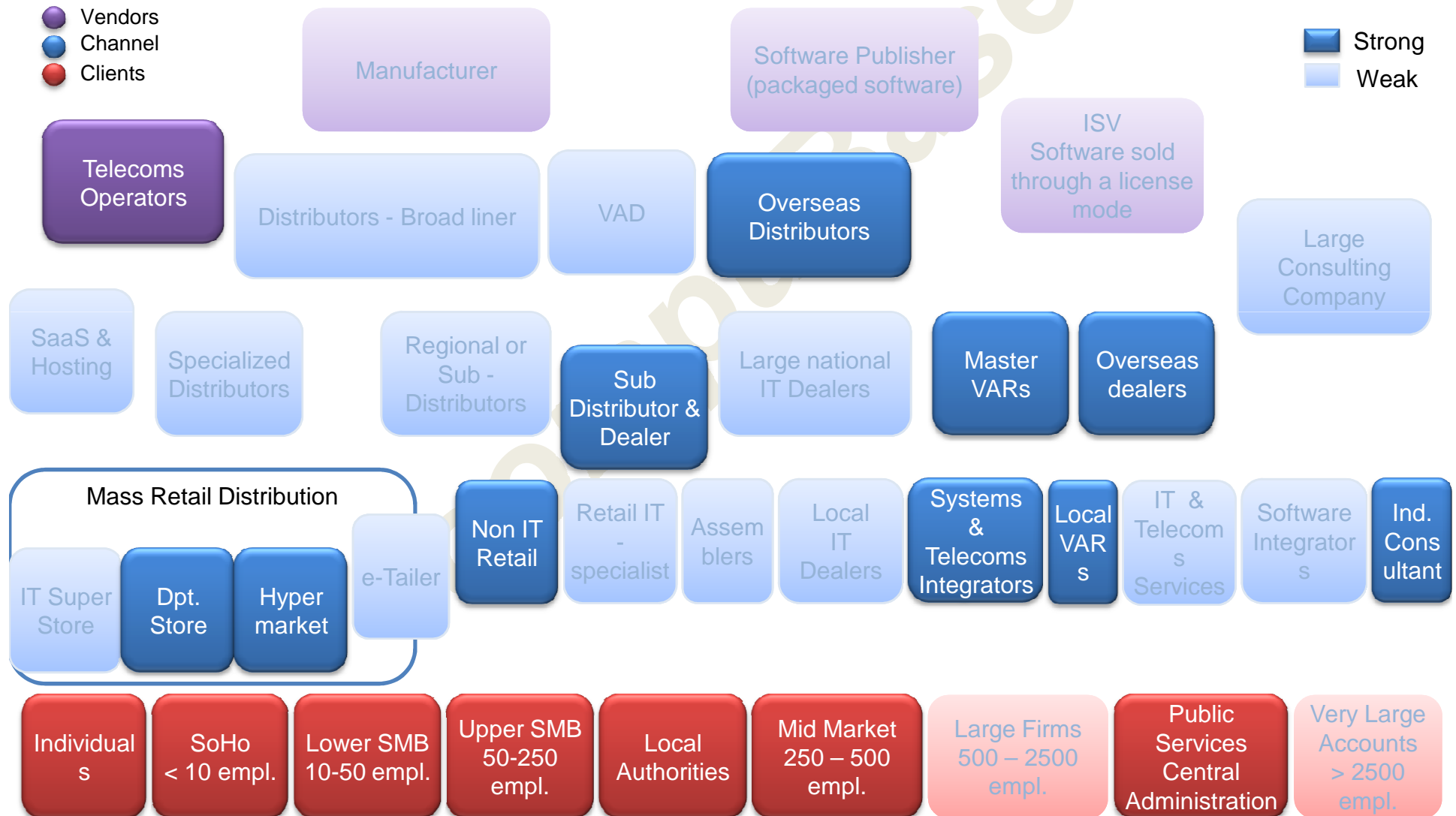
Other EMEA large countries

IT- Telecoms
Digital Home
Distribution Organization



Other EMEA Small Countries

IT & Telecoms Digital Home Distribution Organization



Business definition

According to compubase

An IT & Telecom partner is a company with:

- more than 1 employee,
- a total turnover of more than 300 K€ per year or more than 50 % of its revenue originated from IT & Telecom products and services.
- an HQ

Business volume estimates

Country	Vol. of IT & Telecoms partner	Covered by compubase	Country2	Vol. of IT & Telecoms partner3	Covered by compubase.	Country5	Vol. of IT & Telecoms partner6	Covered by compubase.
Austria	3180	X	Hungary	2250	X	UEA	5340	X
Belgium	5440	X	Slovakia	3470		Saudi	430	X
Switzerland	3330	X	Slovenia	870		Jordan	430	X
Germany	38570	X	Latvia	430		Oman	220	X
Spain	18340	X	Lithuania	430		Qatar	170	X
Portugal	2510	X	Estonia	430		Barhein	90	X
France	26660	X	Greece	3040		Kuwait	390	X
United Kingdom	25100	X	Romania	2170		Yemen	50	
Ireland	1870	X	Bulgaria	1300		Syria	300	
Luxembourg	230	X	Croatia	1300		Lebanon	390	
Netherlands	8780	X	Bosnia	1040		Israel	1280	
Italy	27890	X	Serbia	2170		Egypt	690	
Denmark	3700	X	Montenegro	430		Other Africa*	2500	
Finland	4760	X	Ukraine	2170				
Norway	2500	X	Belorussia	870				
Sweden	6110	X	Turkey	4690				
Poland	7650	X	Algeria	1430	X			
Russia	11940	X	Morrocco	3740	X			
Czech Republic	2790	X	Tunisia	1620	X			
			South Africa	5070	X			

Stat 01-2011

Africa Sub Sahara (Benin, Burkina Faso, Burundi, Cameroun, Cap Verde, Centrafica, Congo Brazaville, Congo RD, Ivory Coast, Gambia, Ghana, Guinea, Guinea Bessao, Equatorila Guinea, Liberia, Mali, Mauritanie, Niger, Nigeria, Rwanda, São Tomé, Senegal, Sierra leone, Tchad, Togo), Africa oriental (Comores, Djibouti, Erythrée, Ethiopia, Mauricius, Kenya, Madagascar, Mayotte, Ouganda, Reunion, Seychelles, Somalia, Soudan, Tanzania), Austral Africa (Rhodesia, Angola, Botwasna, Lesotho, Malawi, Mozambique, Namibia, Swaziland, Zambia, Zimbabwe, St Helens)

How to use this

- The different levels marked with different colors correspond to the three levels in the distribution channel:
 - Manufacturers (in mauve)
 - Distributors (in blue)
 - Clients (in red)
- The 2 color levels used correspond to
 - the brighter – less presence on the market
 - the darker – more presence on the market
- This document can be used for
 - a marketing purpose (distribution analysis)
 - a commercial purpose (sales optimization)

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Other tools :

- Counting systems : www.compubase-online.com
- Partner Business Platform : www.compubase.biz (french)