

Paul Edwards

Research Director, Software Channels at International Data Corporation (IDC)

Toronto, ON, CA

Paul Edwards serves as Director of Software Channels research at IDC

Biography

Paul Edwards serves as Research Director of Software Channels & Ecosystems research at IDC. Within this role, Paul is focused exclusively on providing research-backed guidance to leading ICT vendors on partner strategy in the software market (e.g. applications, application development and deployment, and system infrastructure software), whether on premise or in the cloud. As part of his research, Paul extensively studies vendor and partner dynamics as they relate to and impact channel strategy. This includes analysis of business models and practices in the development, implementation, and management of effective partner strategies across the breadth of partner activities, such as resale, services development, software development, services provisioning, and more. Before coming to IDC, Paul spent a year at Info-Tech Research Group as Director of Research for its vendor research services group, and previously spent 10 years at IDC in a number of key roles focused on providing partner and SMB market guidance to leading ICT firms globally. His industry experience includes a role as Channel Marketing Manager at Compaq Computer, and Associate Editor of Channel Business magazine.

Areas of Expertise

Software Channel Strategies, Infrastructure Channel Strategy , Partner Program Design , Partner Transformation , MSPs VARs SIs

Associated IDC Services

Software Channels and Ecosystems, Infrastructure Channels and Ecosystems

Education

University of Guelph

Bachelor of Arts

Sheridan College

Diploma Journalism

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