

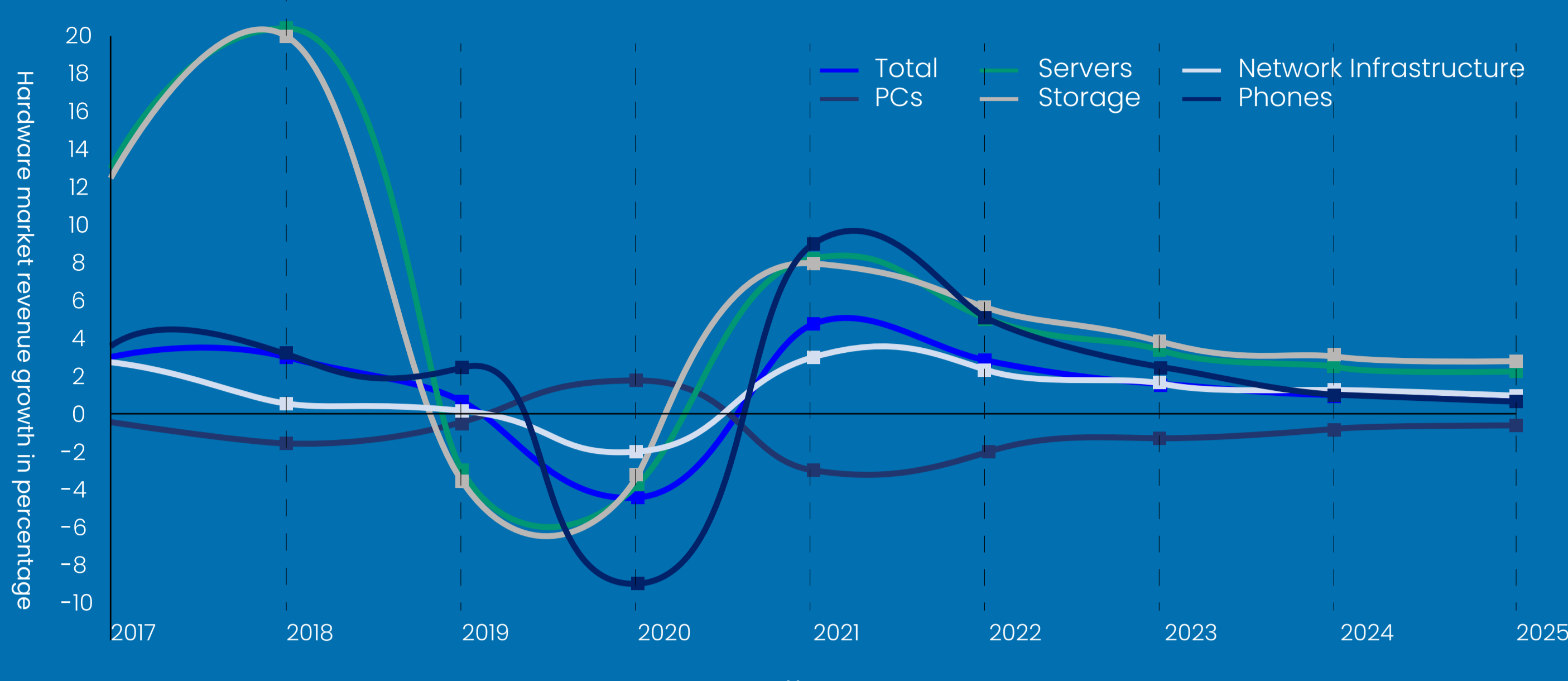
Past, present & future of the hardware market

For those prepared to enter a competitive market, IT resale can offer huge opportunity. We look at what IT Resellers identify as the biggest areas of growth, as well as exploring a few things they believe are holding the market back.

Despite dips in 2020 revenues, server, storage and network infrastructure still represent promising areas of growth for the future.



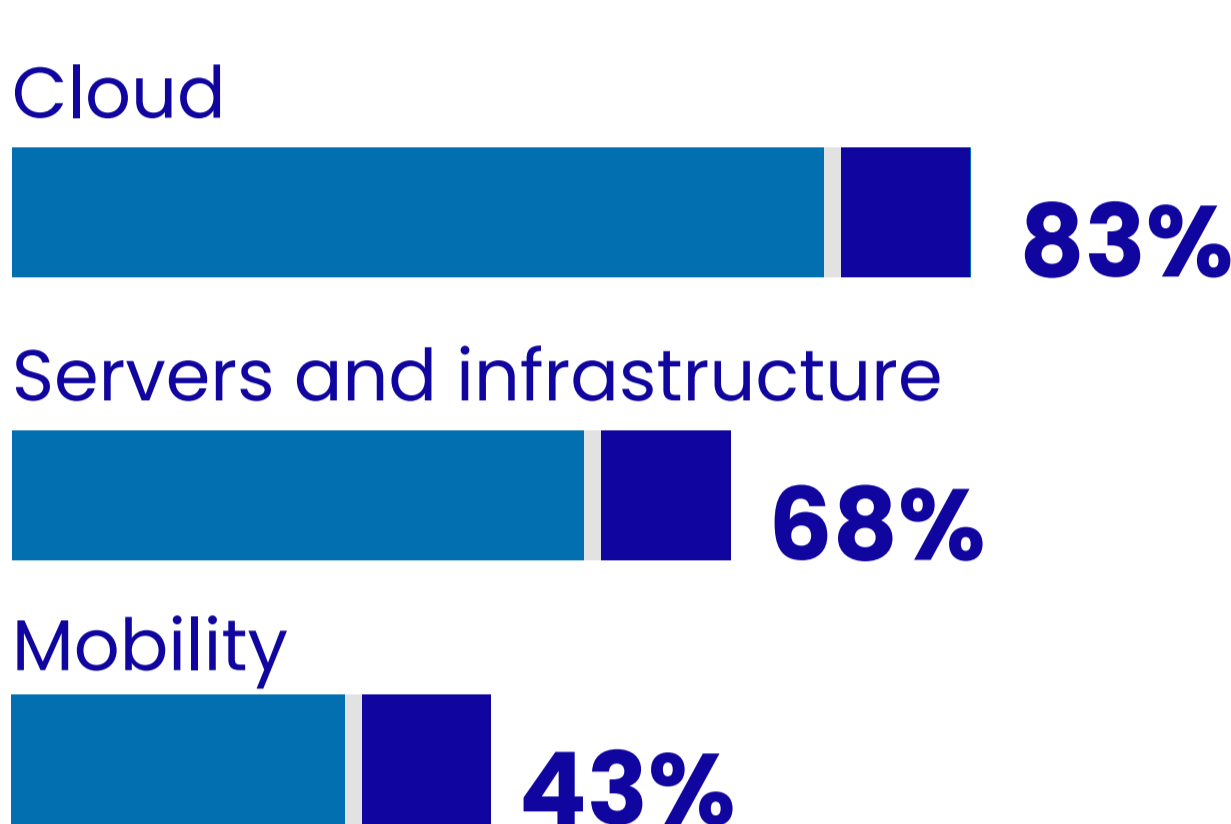
Hardware market revenue growth



Bigger cloud, more hardware

The growth of cloud services has not bypassed IT resellers – **83%** of resellers say that the cloud offers the most potential for business growth, with huge infrastructure to grow and support.

Percentage of respondents who see the cloud, servers and infrastructure, and mobility as areas of growth



How to add value

In addition to hardware, resellers believe they can offer their customers more than traditional manufacturers.



Challenges of reselling

For resellers, challenges are often associated with distributors, pricing and products:



Dealings with distributors

When it comes to dealing with distributors, what do resellers really want?



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