

Title

The New Normal in Software

Speaker(s)

Bibby, Darren / IDC Software Channels Research (Canada)

To whom is the presentation addressed?

Project Managers, Head of IT

Keywords

Software, business strategies, IDC, VAR, SI, ISV, SaaS, Social Media,

Abstract

Things will not be the same in the software business after the economic crisis. But what exactly will change? Join Darren Bibby of IDC to understand how companies like yours can succeed in the "New Normal" business environment. Learn how three of the biggest trends in software will affect you: Cloud, Social, and Mobile. By being creative and resourceful, many companies are succeeding by embracing these software breakthroughs. Find out how.

Biography

Darren Bibby is Program Director, Software Channels Research with IDC's Software Business Solutions Group. Darren and his team provide analysis and insight into how global software vendors go to market with their channel partners, including VARs, SIs, and ISVs. He studies and offers guidance on software channel strategies and initiatives, and the trends that impact the relationships between software vendors and their channel partners. Specifically, Darren is known as a thought leader among the software vendor community in the areas of partner programs, partner-to-partner collaboration, cloud and channels, and more.

Darren has authored dozens of research reports and has spoken at partner events in North America, Europe, and online. Some speaker engagements have included: Intel Virtual Partner Conference, Microsoft Worldwide Partner Conference, HP Software European Partner Conference. Darren also hosts and presents to senior partnering strategists from leading software vendors at IDC's Software Channel Leadership Council events held each June and December in Silicon Valley.

Darren's career includes experience from all sides of the software and services marketplace. He was an account executive with two custom software development firms and held both sales and marketing roles with Bell Canada's Enterprise Solutions group. Before joining IDC, he managed channel programs for Microsoft Canada, including the Microsoft Partner Program. Darren holds an honors business degree from Wilfrid Laurier University. He is located in IDC's Toronto office.

Contact information

Darren Bibby | Program Director, IDC Software Channels Research

dbibby@idc.com | <http://twitter.com/darrenbibby>
