



Deal Registration: Do you have all the facts?

Deal Registration programs are evolving to boost loyalty, control channel conflict and accommodate the rise of the IT purchasing agent.



Join C4 President Paolo Del Nibletto, and the CEO of ChannelEyes, Jay McBain, for an hour-long webinar on the challenges and benefits of Deal Registration Programs.

Participants will learn about how these programs can help influence partner behavior, enhance collaboration, reduce channel conflict and measure partner performance, all the while providing you real-time visibility into your channel pipeline.

This webinar is designed for the employees of companies that have sitting members on the Canadian Channel Chiefs Council.

[Click here to register](#) for the first of its kind webinar presented by the Canadian Channel Chiefs Council on December 13th at 1 PM EST.

Leading by example

C4 Pathways program has its first graduates. Shouldn't you be next?

Some executives manage by telling others what to do. Five board members of the Canadian Channel Chiefs Council (C4) have chosen to lead by example.

Jodi Bonham, Tara Fine, Mike Kerr, Hanif Mawji and Luc Villeneuve share the distinction of being the first graduates of *Pathways*, a rigorous new accreditation program developed by C4 to hone the talents and capabilities of channel professionals in the IT industry. As proven leaders in their field, these five channel specialists might have left the test-taking to those who are looking to rise through the ranks. Instead, they knuckled down and passed a tough, 90-minute oral exam. [Read more](#)

Getting girls into STEM

Corinne Sharp, a member of the Canadian Channel Chiefs Council, will present at an Enterprising Women event at MaRS Nov. 25 encouraging high school girls interested in STEM to seek career opportunities. Young women in attendance have a chance to go to the National Enterprising Women Awards conference at the Ritz Carlton in Fort Lauderdale April 2017. [Conference details](#)



Is the cloud business different in Canada?

New research suggests the answer is definitely yes

Cloud adoption in Canada is in serious catch-up mode. How slow? From the first ever Canadian Channel Chiefs Council (C4) research report, cloud adoption in Canada is anywhere between six to a staggering 36 months behind our neighbours to the south.

According to findings from the C4 research report, while Canadian cloud adoption lags considerably behind the U.S. market, the gap is narrowing when compared to other mature markets around the globe.

The study found the No. 1 driving force for cloud adoption globally is reducing costs. The biggest inhibitors to Canadian growth were identified as lack of cloud knowledge by potential customers and an incomplete understanding the skill sets required to take advantage of the cloud's benefits.

The Council embarked on its first research project in partnership with Ryerson University and leading market research firm IDC Canada. What made this research endeavour important is the insights it included from nine Channel Chief board members. [Read more](#)

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