

## 2024 TOP 100 Solution Providers Survey

Welcome to CDN's 21st annual TOP 100 survey

**Open to all Canadian solution providers registered and conducting business in Canada.**

**The results of this survey will be used to produce the annual TOP 100 Solution Providers ranking as determined by revenues, and the 2024 Benchmark Report which provides a snapshot of the overall channel.**

**This survey will take approximately 10 minutes to complete and requires knowledge of services and products sold and financial data. Please note that all responses are strictly confidential and will only be presented in an aggregate form. No individual responses will be disclosed or shared. Revenues are reported only within specific ranges. As a thank you for participating, all applicants will receive a complimentary copy of the Benchmark Report.**

**To review the listing criteria or survey questions prior to completing the application process, [Click here](#).**

**Deadline to make your submission is March 1, 2024**

Application completed by:

Name

Title

Phone Number

Email

Section 1: Company Information

Which of the following best describes your business?

Company name (As it should appear on the published list).

Website:

Address:

Address

City

Province

Postal Code

Year Established:

Ownership:

- Public  Private

Corporate Headquarters (If different from above)

Address

City

Province

Postal Code

Total Number of Employees:





Section 2: Talent

Will your firm be hiring in the next 12 months?

If yes, you expect to Increase by...

If no, you expect to decrease by...

In which of the following areas are you likely to hire? (Select all that apply).

- |   |  |
|---|--|
| <input type="checkbox"/> Big Data/Analytics   | <input type="checkbox"/> Solutions Marketing |
| <input type="checkbox"/> Business Development/Sales   | <input type="checkbox"/> Mobility            |
| <input type="checkbox"/> Cloud  | <input type="checkbox"/> Security            |
| <input type="checkbox"/> Digital Transformation (i.e. software defined enterprise, hybrid IT, converged infrastructure) | <input type="checkbox"/> Privacy             |
| <input type="checkbox"/> Internet of Things   | <input type="checkbox"/> Social Business     |
| <input type="checkbox"/> Sales/Business Development   |  |
| <input type="checkbox"/> Other (please specify)   |  |

Which areas of specialization or certification are most important to your business? (Select as many as apply).

- |   |  |
|---|--|
| <input type="checkbox"/> Certified Systems Engineer | <input type="checkbox"/> Security                  |
| <input type="checkbox"/> Cloud                      | <input type="checkbox"/> Sustainability Transition |
| <input type="checkbox"/> Data Centre                | <input type="checkbox"/> Systems Administrator     |
| <input type="checkbox"/> ESG Reporting              | <input type="checkbox"/> Systems Management        |
| <input type="checkbox"/> ITIL                       | <input type="checkbox"/> Risk/IS Control           |
| <input type="checkbox"/> Networking                 | <input type="checkbox"/> Virtualization            |
| <input type="checkbox"/> Project Management         |  |
| <input type="checkbox"/> Other (please specify)     |  |

## 2024 TOP 100 Solution Providers Survey

### Section 4: Revenue

**Please use only Canadian dollar amounts, and convert all fiscal year revenues to a calendar year basis. The Top 100 Solution Providers list is based on total 2023 gross revenue of ITC goods and services sold and purchased by entities located within Canada. Where multi-year contracts have been sold, please only include 2023 revenue.**

Fiscal year end (MM/DD/YYYY)

2023 Calendar Year Revenues - generated from Canada only. Example: \$4.25M or \$0.93M

2022 Calendar Year Revenues - generated from Canada only. Example: \$4.25M or \$0.93M

Please estimate the percentage of your revenue derived from the following sources

Resale of hardware

Onboarding of XaaS

Resale of software

Software built by your firm (delivered on-prem or cloud)

Resale of IT support services

Professional and support services

Managed services

Security Operations/management

Other

Review the following factors and indicate the level of success you recorded in 2023

	Improved significantly	Improved	No change	Decreased	Decreased significantly
Building a sustainable base of new customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building a marketing strategy (Digital marketing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lead conversion/leads obtained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Growing your offering portfolio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internal sales practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deal size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revenue per employee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implementation time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recurring /annuity revenue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is the top challenge facing the Channel in 2024?

From a Customer Lifecycle approach please estimate the percentage of time spent at the following stages of customer engagement

Awareness - Technology Introduction	<input type="text"/>
Analysis - Applicability to Customer Needs	<input type="text"/>
Design- Solution for Outcomes	<input type="text"/>
Development- Adaptation to Client Environment	<input type="text"/>
Implementation/Onboarding - On premise or Cloud enablement	<input type="text"/>
Support/Maintenance - On-going support and renewal	<input type="text"/>

## 2024 TOP 100 Solution Providers Survey

### Section 6: Vertical Industry

Which industries do you sell to? Please identify your top two

	Primary	Secondary
Agriculture/Livestock/Fishery	<input type="radio"/>	<input type="radio"/>
Aerospace	<input type="radio"/>	<input type="radio"/>
Automotive	<input type="radio"/>	<input type="radio"/>
Communications Services (Telco/Cableco/IPS/Wireless)	<input type="radio"/>	<input type="radio"/>
Education (All levels)	<input type="radio"/>	<input type="radio"/>
Financial/Insurance/Real Estate	<input type="radio"/>	<input type="radio"/>
Food & Beverage	<input type="radio"/>	<input type="radio"/>
Government (Municipal/Provincial/Federal)	<input type="radio"/>	<input type="radio"/>
Healthcare/Pharmaceutical	<input type="radio"/>	<input type="radio"/>
Life Sciences	<input type="radio"/>	<input type="radio"/>
Manufacturing	<input type="radio"/>	<input type="radio"/>
Media & Entertainment	<input type="radio"/>	<input type="radio"/>
Mining/Forestry Resources	<input type="radio"/>	<input type="radio"/>
Non-Government Public Sector (Crown, Nonprofit, etc.)	<input type="radio"/>	<input type="radio"/>
Oil & Gas/Energy	<input type="radio"/>	<input type="radio"/>
Professional/Business Services	<input type="radio"/>	<input type="radio"/>
Retail/Wholesale/Distribution	<input type="radio"/>	<input type="radio"/>
Transportation (Rail/Air/Trucking/Shipping)	<input type="radio"/>	<input type="radio"/>
Utilities (Gas/Water/Electricity)	<input type="radio"/>	<input type="radio"/>

Is more than 50% of your revenue from one industry?

Yes  No



How far along are you in terms of the AI solutions and integrations you offer your clients?

- Not Offering Yet:** We currently do not offer any AI solutions or integrations.
- Initial Stages:** We are in the early stages of exploring and planning to offer AI solutions.
- Developing Solutions:** We are actively developing or sourcing AI solutions for future offerings.
- Pilot Phase:** We have a few AI solutions in the pilot or testing phase with select clients.
- Actively Offering:** We are actively offering and integrating AI solutions into our client's systems.
- Established Offerings:** We have a range of established AI solutions and integrations that we regularly offer to clients.

What AI work are you undertaking?

- AI Analytics
- Gen AI Development
- Machine Autonomy Enablement
- None of the above

Which AI platforms are you working with?

	Aware of them	Potential to do business with them	Doing business with them	Not applicable
Google AI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Microsoft Azure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AWS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IBM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OpenAI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

What are your end customers' expectations regarding AI solutions and integration offerings now and in the next year?

- Immediate Advanced Solutions:** Clients expect state-of-the-art AI solutions and seamless integration immediately.
- Progressive Development:** Clients anticipate gradual advancement in AI offerings and integration over the next year.
- Basic Introduction:** Clients are currently looking for basic AI solutions with potential for future expansion.
- Integration Focus:** Clients are more concerned with how AI can integrate with their existing systems in the short term.
- Long-term Planning:** Clients are not expecting immediate solutions but are planning for future AI integration.
- Limited Expectations:** Clients show little to no current interest or expectations regarding AI solutions.

How well-positioned are your channel partners to deliver AI solutions?

- Highly Prepared:** They have advanced AI solutions and are leading the market.
- Well Prepared:** They have a solid range of AI offerings and good market positioning.
- Moderately Prepared:** They are in the process of developing AI solutions.
- Slightly Prepared:** They have shown interest but lack significant development in AI.
- Not Prepared:** They have no current plans or capabilities for AI solutions.
- Unsure:** I am not sure about their level of preparedness for AI.

What gaps do you see between your end customers' expectations and your channel partners' roadmap for AI solutions?

- Technology Maturity:** Clients expect more advanced AI capabilities than what is currently available.
- Solution Range:** Clients are looking for a broader range of AI applications than what partners are offering.
- Cost and Affordability:** Clients expect more cost-effective solutions than what is being developed.
- Integration Capabilities:** Clients need solutions that integrate more seamlessly with existing systems than what is planned.
- Support and Training:** There is a lack of adequate support and training for clients in the roadmap.
- Ethical and Compliance Concerns:** Clients are more concerned about ethical and compliance issues than what is addressed in the roadmap.
- No Significant Gaps:** The expectations of clients and the roadmap of our partners are well-aligned.

NOTE: Once you submit your application, changes cannot be made online. For subsequent edits to your responses, please contact Sophia Khan at [skhan@itwc.ca](mailto:skhan@itwc.ca).

This communication is brought to you by ITWC.

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