

The Evolving Role of Distribution

in technology go-to-market models



Download at [GTDC.org](https://gtdc.org)

Distribution Is the Channel's Force Multiplier

Research from GTDC and Channelnomics quantifies how distribution changes the economics — and odds — of go-to-market success.

PROBABILITY OF GO-TO-MARKET SUCCESS



Channelnomics probability modeling across eight go-to-market motions

