# 2023 Partner Program Guide

The CRN Partner Program Guide offers the information that solution and service providers need to evaluate IT vendors.

Solution providers, VARs and strategic service providers look to IT vendors to provide them with the industry-leading hardware and software products they need to meet their customers’ needs. No surprise, then, that IT vendor product portfolios are often the most important component of vendor-channel relationships.

But a critical part of any solution provider decision about which IT vendors to work with is what a vendor has to offer to help partners be more successful, including margins and financial incentives, sales and marketing assistance, training and certifications, and more. When solution providers choose which IT vendors to align with, vendors’ partner programs must be a big part of that decision. To help with those evaluations, CRN assembles its annual Partner Program Guide. This year the guide is based on detailed applications submitted by more than 300 vendors, outlining all aspects of their partner programs.

## [Meet The Channel Team Players >>](/news/channel-programs/2023-partner-program-guide-meet-the-channel-team-players)

Vendors know they have to be at the top of their game when it comes to offering solution providers incentives, training, recurring revenue opportunities and more. Here are the vendors leading the way.

## [Closing Argument: IT Vendors’ ‘Elevator Pitches’ For Channel Recruits >>](/news/running-your-business/closing-argument-it-vendors-elevator-pitches-for-channel-recruits)

We asked IT vendors to provide their “elevator pitch” to convince solution providers to join their partner program. Here’s what 25 had to say.

## [Here’s What You’re Missing: Channel Program Offerings IT Vendors Wish More Partners Took Advantage Of >>](/news/running-your-business/here-s-what-you-re-missing-channel-program-offerings-it-vendors-wish-more-partners-took-advantage-of)

We asked IT vendors what element of their partner program they wished more partners took advantage of and what benefits partners are leaving on the table. Here’s what 25 had to say.

## [This Year’s Goals For 5-Star Vendor Programs >>](/news/channel-news/2023-partner-program-guide-this-year-s-goals-for-5-star-vendor-programs)

IT vendors were asked what they considered to be the top goals for their partner programs in 2023. Here’s what 25 had to say.

## Five-Star Profiles

As part of the Partner Program Guide, CRN designates some top vendor channel programs as 5-Star Partner Programs - programs that offer the most comprehensive lineups of incentives, training, services and benefits. The following slide shows highlight the vendor programs with 5-Star recognition. We’ll be rolling out these slide shows through the week according to technology category.

### [5-Star Emerging Vendor Programs >>](/news/channel-news/2023-partner-program-guide-5-star-emerging-vendor-programs)

### [5-Star Distributor Programs >>](/news/channel-news/2023-partner-program-guide-5-star-distributor-programs)

### [5-Star Security Vendor Programs >>](/news/security/2023-partner-program-guide-5-star-security-vendor-programs)

### [5-Star Networking and Unified Communications Vendor Programs >>](/news/networking/2023-partner-program-guide-5-star-networking-and-unified-communications-vendor-programs)

### [5-Star Device And Peripherals Vendor Programs >>](/news/components-peripherals/2023-partner-program-guide-5-star-device-and-peripherals-vendor-programs)

### [5-Star Data Storage And Backup Vendor Programs >>](/news/channel-programs/2023-partner-program-guide-5-star-data-storage-and-backup-vendor-programs)

### [5-Star Software Vendor Programs >>](/news/software/2023-partner-program-guide-5-star-software-vendor-programs)

### [5-Star Cloud Platform And Infrastructure Vendor Programs >>](/news/cloud/2023-partner-program-guide-5-star-cloud-platform-and-infrastructure-vendor-programs)

### [5-Star System And Data Center Vendor Programs >>](/news/data-center/2023-partner-program-guide-5-star-system-and-data-center-vendor-programs)

## Partner Program Details

Results will be shown here

## Past Partner Program Guides

[2022](/partner-program-guide/ppg2022.htm) | [2021](/partner-program-guide/ppg2021.htm) | [2020](/partner-program-guide/ppg2020.htm) | [2019](/partner-program-guide/ppg2019.htm) | [2018](/partner-program-guide/ppg2018.htm) | [2017](/partner-program-guide/ppg2017.htm) | [2016](/partner-program-guide/ppg2016.htm) | [2015](/partner-program-guide/ppg2015.htm) | [2014](/partner-program-guide/ppg2014.htm) | [2013](/partner-program-guide/ppg2013.htm) | [2012](/partner-program-guide/ppg2012.htm) | [2011](/partner-program-guide/ppg2011.htm)

*See Also:* [2023 Channel Chiefs](/channel-chiefs/cc2023.htm)

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