

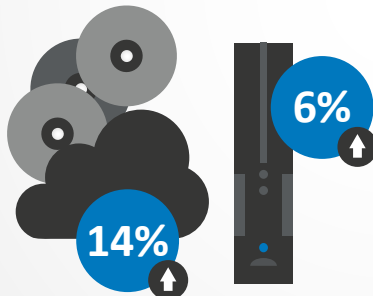
B2B Software on the Rise in Canada

There has been tremendous growth in the Canadian B2B software segments, Cloud Infrastructure as a Service (IaaS) and Platform as a Service (PaaS). Businesses that embrace the market shift toward software and cloud will be positioned for long-term growth. **Here's a look at what we're watching.**

B2B software growth beats hardware

Canada B2B indirect software market +14%

Canada B2B indirect hardware market +6%



Software revenue is on the rise

47%

Cloud IaaS and PaaS software +47%

39%

Storage and data protection +39%

16%

Business applications +16%



Security software growth hot spots

12%

Data loss protection and endpoint protection

Gateway and firewall 13%

17%

Security information and event management

Source: The NPD Group / Distributor Track, 52 weeks ending Oct. 6, 2018 vs year-ago

Get more insights like this. Contact Ali Naqvi at 647-723-7780 or ali.naqvi@npd.com.

