Platform Predictions for 2025

Embracing Co-opetition to Accelerate Innovation and Drive Growth

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The IT channel continues to show unwavering resilience in its constant cycle of adaptation. Over the past year, our partners have come together more than ever to solve complex challenges and are embracing partnerships, enablement resources and services to collaborate for success. As we enter 2025, we look forward to further advances in hybrid IT, security, artificial intelligence (AI) and other high-growth technologies. This is all set against the backdrop of volatile market forces.

For 2025, we think these will be the key trends:

1. Expanding Ecosystems and Partnering for Success

2025 promises to be another year of transformation, challenges and opportunities, and the IT ecosystem has a huge role to play. Businesses are looking for more than just a technology marketplace. They're looking for enablement, prepackaged solutions, and managed and professional services. As they struggle to navigate challenges such as change in the global political and economic arenas, sustainability, regulatory requirements, cost control and security threats, they are turning to their ecosystem of expertise to help them adapt and thrive.

We believe that success in this endeavor will be a team sport. It does not belong to any individual technology vendor or their sell, service or build partners. Knitting together valuable skills and resources, 2025 will witness an expansion of co-innovation ecosystems. The Fujitsu Private GPT solution is a good example of how partners embrace change and drive innovation by combining resources and expertise to develop new solutions.

2. Meaningful AI Impact

If 2024 was the year of early AI deployments, then 2025 will mark the moment AI goes mainstream, becoming a massively competitive differentiator across industries. This shift will profoundly reshape the IT ecosystem, particularly for hardware and services resellers. As businesses race to integrate AI into their operations, demand for specialized hardware such as GPUs, accelerators, and AI-optimized servers will surge, creating lucrative opportunities for resellers who can deliver these solutions efficiently. Meanwhile, services partners must evolve to provide advanced integration, customization, and ongoing support for AI-driven systems, positioning themselves as critical enablers of this transformative technology.

3. A Resurgence of Interest in Data Sovereignty

In 2025, data sovereignty will return to center stage as organizations prioritize where and how their data is stored and processed to meet regulatory, security, and compliance requirements – driven by shifting geo-political landscapes. This growing emphasis will drive a surge in consumption-based financing and as-a-service models fueled by economic pressures and the need for flexibility and scalability.

In this changing market, IT ecosystem partners that deliver secure and efficient routes to market will play a pivotal role in enabling these solutions. Subscription models and flexible financing options will empower channel partners to deploy IT projects at scale while ensuring compliance with data localization mandates.

Hybrid IT lies at the heart of this shift, reflecting customers' need for balanced solutions that combine on-premises and cloud capabilities. According to market research firm IDC, only two percent of companies are pursuing a public cloud-only strategy, with just nine percent favoring a majority public cloud approach. The remaining 89 percent prefer a hybrid strategy, keeping sensitive data on-premises or with trusted colocation partners. In 2025, our partner ecosystem will be instrumental in delivering true hybrid deployments that provide flexibility while meeting the critical requirements of data sovereignty.

Security continues to underpin the IT ecosystem. Organizations must cement their security posture before fully adopting emerging technologies such as AI tools and multi-cloud environments. This year, managed services and flexible pay-as-you-use models will take on an even greater role, helping customers navigate the complexities of data sovereignty and cyber resilience, on one hand, and stay as agile as possible, on the other. With cybersecurity investments showing double-digit growth, IT channel partners are uniquely positioned to deliver secure, compliant platforms that protect sensitive data and drive digital transformation forward.

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Louis Garnier has been with Fujitsu for over 25 years, most of the time in sales-roles and - responsibility. After leading the sales team in Central Europe (Germany, Austria, Switzerland) for five years he is in charge for Go-to-market Core Portfolio, Technology Alliances & Channel on a European level since April 2024.

Based on his sales experience and the various responsibilities he has held over the years, as well as his involvement in numerous IT- and digitization- projects, he has deep knowledge of the needs and challenges of partners and customers.