

Workflow in the channel



“This report is not just a snapshot; it is a call to action. If you read only one report this quarter, make it this one. **The workflows of October 2025 are not tomorrow’s opportunity—they are today’s battlefield”.**

For a personalised interpretation and ‘what this means’ for your business, contact The Blue Touch Paper team:
contact@bluetouchpaper.tech



Channel Pulse truth behind the facts



WHY

Data driven, large-scale annual reports provide meaningful market and scale information.

However, what's missing is an immediate, unfiltered and unbiased view from the channel, with added market interpretation.

WHAT

Channel Pulse is a concierge program delivering custom market intelligence, focused on communication and collaboration.

The Channel Pulse reports are designed to give channel feedback on key topics, as well as tracking industry trends, directly from channel partners.

HOW

Each quarter our global community of Collaboration Advisory Board (CAB) members are interviewed on a F2F video call.

We analyze and interpret the information to produce not only the facts, but also a consolidated view of hundreds of conversation hours.

NEXT REPORT

The UC hardware market is shifting fast, driven by OS choices, platform power plays, interoperability demands and the rise of AI. To understand how these forces are reshaping sales, we are speaking to CAB members about their biggest challenges and expectations. Our new report, **Platform Power Plays**, will be available in late 2025.

USING THE REPORT

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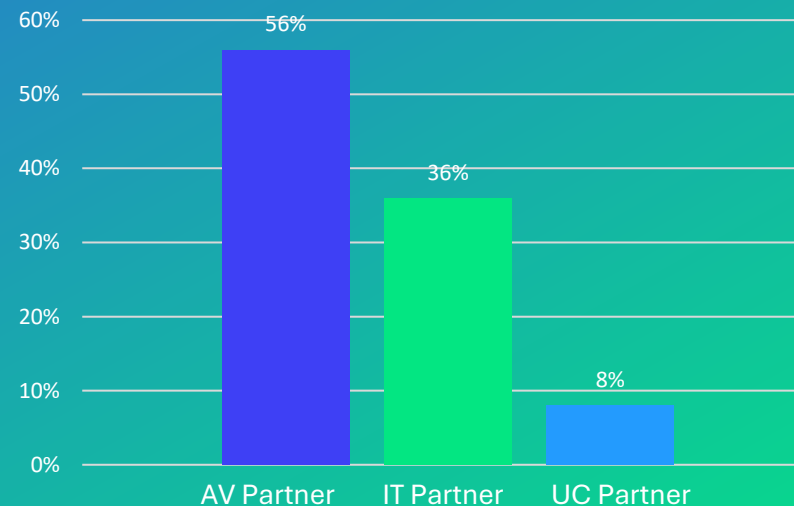
Workflow content



This is the fourth Channel Pulse report constructed from information gathered from over 75 CAB members, based in North America, APAC, Europe and the UK. Qualitative and quantitative data was collected during ‘face to face’ interviews, then combined with interpretation from the Blue Touch Paper team.

1. Executive summary
2. Introduction and overview
3. Meeting spaces
4. High impact spaces
5. Corporate broadcast
6. Telephony
7. Contact center
8. Workplace management
9. Workflow AI
10. Manage, monitor, control
11. Workflow services
12. Must know nuggets
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14. The Blue Touch Paper difference

The report was compiled using information gathered from over 75 CAB members, based in North America, APAC, Europe and the UK. The split of partner profiles (self defined) is as follows:



Executive Summary | Things will never be the same again:



The AV and UC industry stands at a tipping point. Workflows are no longer well-ordered silos of products, but dynamic ecosystems where AI, data, and platform-driven models are redrawing the competitive map.

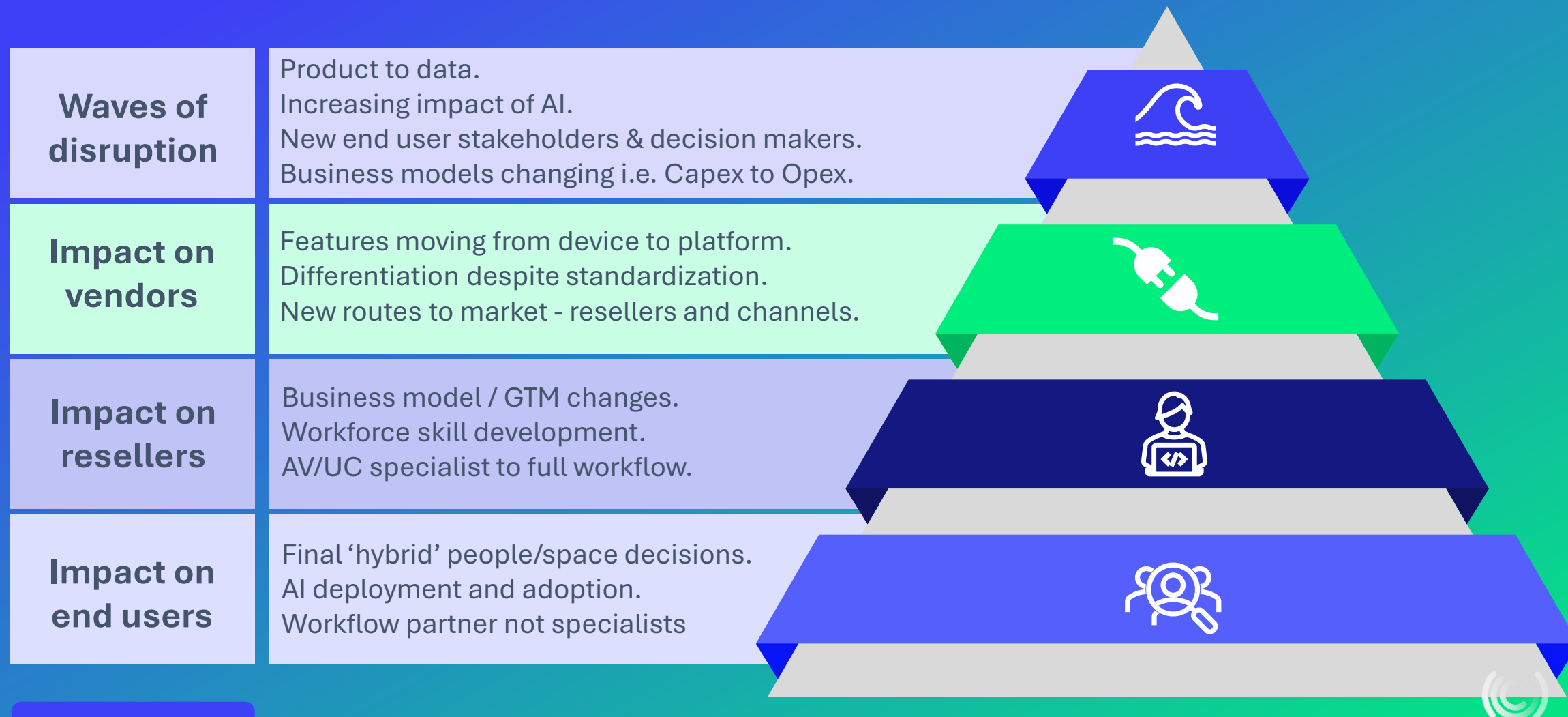
What once delivered margin-rich revenues is fast becoming commoditized and standardized. What once sat at the edge: AI, workspace management, corporate broadcast, is now pushing to the very core of strategy.

- **Meeting spaces**, the historic heartbeat of the industry, are sliding toward “loss leader” status, profitable only with lifecycle services and scale.
- **High impact spaces** are emerging as the true differentiator. Integrators showcase creativity and technical depth. Heavy lift, but high reward.
- **Corporate broadcast** has shifted from niche to necessity, as enterprises demand in-house, professional-grade communication platforms.
- **Telephony** is transforming from legacy PBX to cloud-native platforms but remains outside the comfort zone for many.
- **Contact center** are being redefined by cloud-native CX solutions and AI creating opportunity, but CAB’s not yet seeing as a focus area.
- **Workspace management** has leapt from “nice to have” to board-level imperative. Stakeholders are multiplying, platform is leading the agenda.
- **Workflow AI** is not an option; it is the channel-changing accelerant. From transcription to analytics, AI is embedding itself into every workflow.
- **Manage, monitor, control** is no longer just about device uptime; it is the battleground for AV/IT convergence and new recurring revenue streams.

The Channel Advisory Board’s voice is clear: **the industry is in transition** from product to workflow, from Capex to Opex, from siloed features to platform ecosystems. **Resellers and vendors** are all being forced to redefine their roles, skill sets, and go-to-market strategies.



Workflow: Things will never be the same again!



October 2025

Workflow segments

For the purpose of this report, we defined each workflow area as follows:



Meeting Spaces

Meeting areas predominantly based around room systems ranging from huddle to medium and large rooms.



High Impact Spaces

Strategically important meeting spaces used for executive meetings with strong collaboration capabilities.



Corporate Broadcast

Capability to deliver high quality video presentations across organizations or to external stakeholders.



Telephony

Organizational deployment of desktop / headset static phone systems.

Contact Center

Often also called 'Call Center' these are volume external communication hubs often used for sales and support.



Workplace Management

Platforms and products used to manage and support the effective use of space and optimize employee and customer experience.



Workflow AI

AI tools to support and optimize workplace solutions.



Monitor, Manage & Control

Software platforms enabling organizations to manage & maintain products remotely.



Channel Pulse | Workflow results overview



Meeting spaces

Core but shifting to low margin commodity sale.

High impact spaces

Increased focus due to specialist impact and margin opportunity.

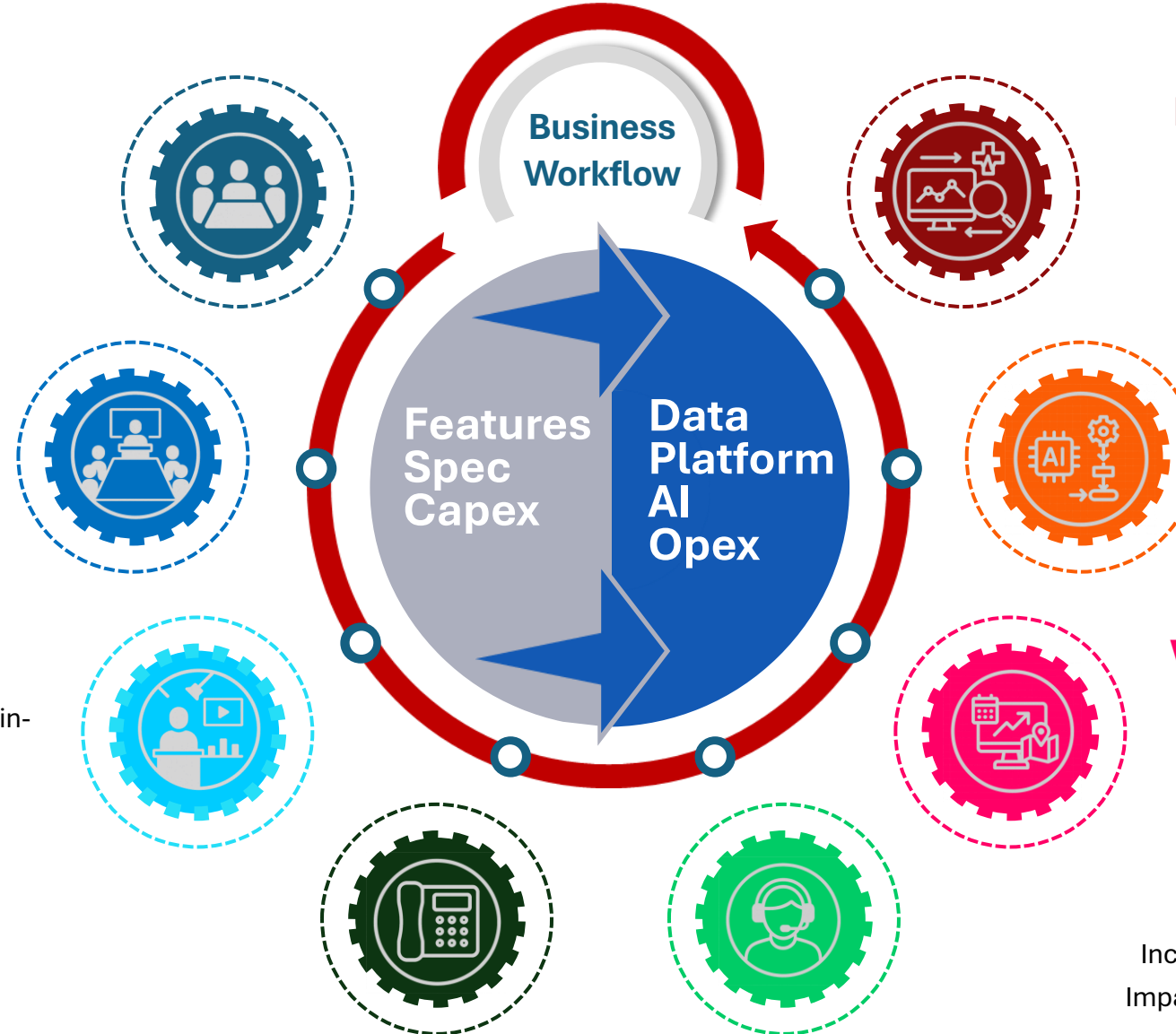
Corporate broadcast

Increased move to high-quality in-house solutions.

Telephony

Platforms driving CAB focus.

2.3



Manage, monitor, control

Strong focus on how to implement however slow and heavy lift process.

Workflow AI

Multi stakeholder impact on cross workflow decision making.

Workspace management

Hybrid, flexible requirements driving investment 'beyond the meeting'

Contact center

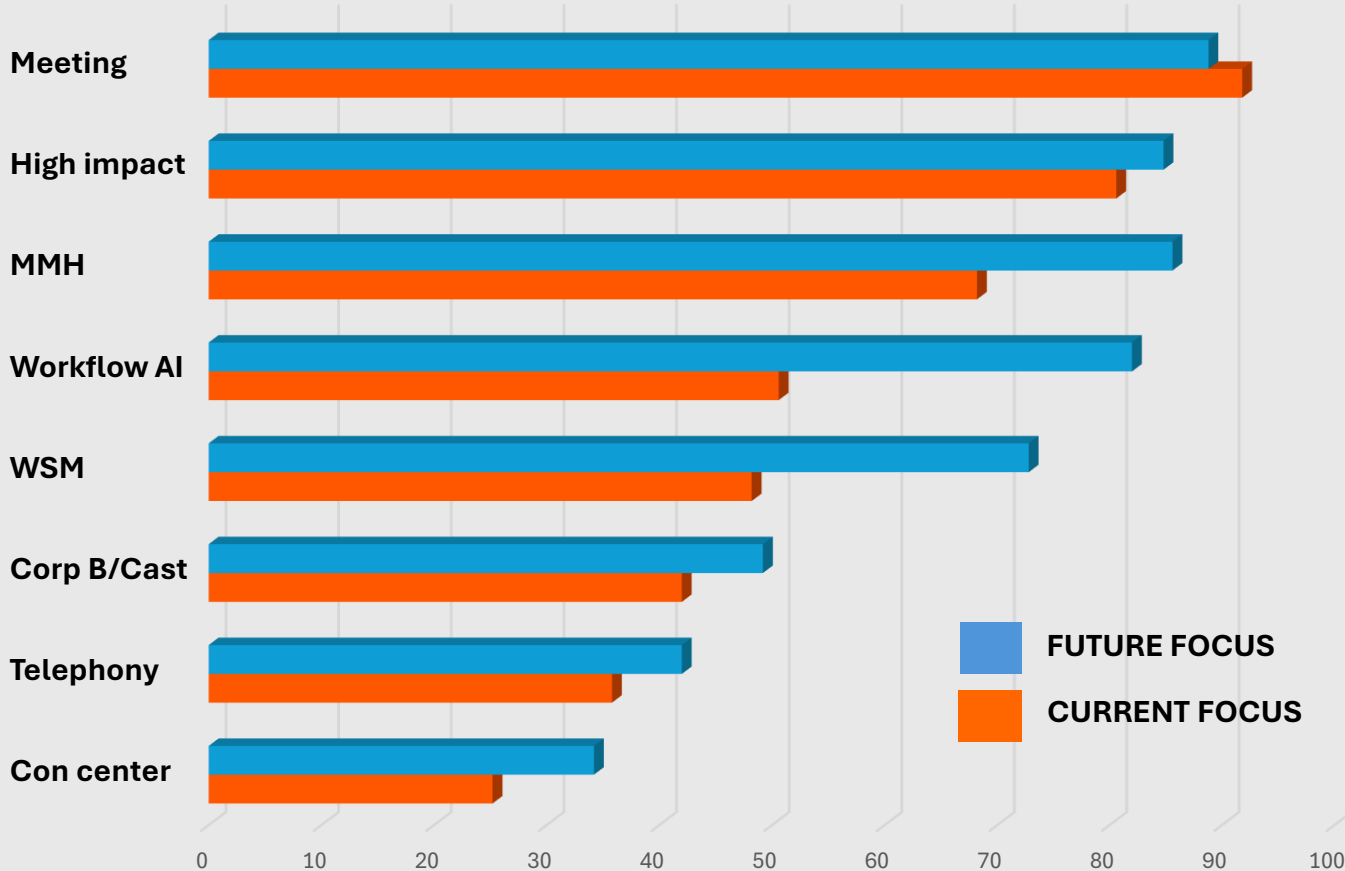
Increasingly integral to organizational CX
Impact of AI already influencing decisions



Workflow | Importance to CAB business



CAB members were asked to award a business 'weight' to each workflow category. Each gave a weighting for 'current' and 'future' business



KEY
TAKEAWAY

Business focus - current and future

Both business and employee **skill sets are shifting** and expanding.

New business models are being created and refined, mirroring customer buying habits that are suggesting a move from **CAPEX** to **OPEX**.

The biggest business focus increase is predicted across:
Workspace management and AI & Manage, monitor & control.



Next Report | Platform Power Plays: OS, AI, and Interop – view from the channel

This report will provide a comprehensive analysis of the evolving market dynamics within a CABs business; identifying where they see opportunities and if there is another fundamental shift in the business landscape coming. The report is structured around four key themes:

1

The impact of platform on hardware sales

This section explores how evolving platform strategies are reshaping the UC landscape, from operating system preferences to vendor alignment. It highlights how platform choice influences hardware sales, partner positioning and offering a forward-looking view of where the market is heading.

2

AI automation trends and barriers

Explore how AI is redefining UC hardware, from meeting analytics to proactive device management. We highlight the automation features driving adoption, the barriers holding it back, and what partners need to know to stay ahead of the curve.



Interop demands and deployment

From BYOD to native setups, we unpack which deployment models are thriving and why. It also evaluates the strategic importance of cross-platform interoperability, the solutions currently in use, and how evolving customer needs are shaping deployment decisions.

Commercial drivers and enablement gaps

Understand what's influencing buying decisions and where the biggest opportunities lie for vendors to better support the channel. This section highlights what partners need more of and what's working well.

3

4



The Blue Touch Paper difference

We start with the 'WHY'



Our goal is to find solutions that solve your toughest problems. Working with you to design & deliver creative and innovative market strategies to elevate your business for future success.

Experts in activation is the 'HOW'



We activate people and organizations to accelerate change and unlock extraordinary performances.



The 'WHAT' we do includes:



Market Analysis:

Channels, competition, opportunity, solutions, GTM.

Channel Pulse Program:

The truth behind the facts.

Channel Development:

Create new and develop existing channels.

Business Transformation:

From internal change to external proposition.

Strategy:

Defined projects to full business strategy.

Programs:

Custom design to scalable delivery.

Our 4 guiding principles:

- Work with people we like
- On projects we believe in
- To exchange high levels of value
- And have fun in the process

Our experience

Working with AV | IT | UC
Channel partners since 1994

Our team



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Workflow

Things will never be the same again

