channelroad

A better way. Together.

RESTORING THE SILK ROAD

Partnering along the new Silk Road

Along a New Silk Road, partnering with Huawei today offers a lot of similarities. A relationship with the global ICT convergence leader is delivering a series of benefits to Huawei partners and alliances, such as a simple engagement model, profitability and vast opportunities in new Enterprise business. Just like the ancient Silk Road technology and solution innovations are exchanged, long term partnerships established and profitable practices developed, whilst respecting the various routes to market by our Partners' business models.

Innovation travels West again

The former Silk Road served as a route of exchange for East and West for new inventions and innovations of the time . Among others, the Four Great Inventions of China, (compass, paper, printing, gunpowder,) and the religions of the West travelled and were introduced along the Silk Road cities.

Today, Innovation in ICT solutions and technologies is travelling on a New Silk Road. With over 62,000 employees in R&D, or 44% of the total workforce and a turnover of more than $32 Bn, Huawei is driving global information and communications technology (ICT) convergence and innovation. Huawei has generated over 49,000 patents applications and open standards since its formation in 1988. In being responsive to customer needs and requirements and listening to feedback to implement new technology innovation, the constant flux of feedback and innovation is flowing along the New Silk Road.

The Silk Road refers to the historically important trade route between the Mediterranean and China.

From 200 BC to 1400 AD , it was spanning capitals from Rome to the Chinese Xi'an, crossing 6000 miles across China, Central Asia, Northern India and the Parthian and Roman Empires. The name Silk Route assumes that silk was the only commodity traded, but from East to West lacquer ware, jade, bronze, iron, spices and porcelain were also traded. From West to East went gold, silver, fine glass, wine, animals, incense and fruits. Neither was it also a question of just one route. Many routes were used, even a sea route. All in all, the trade caravans conquered the edges of deserts and rugged mountains for 1600 years.

A path with milestones

On the ancient Silk Road caravans, which often stretched to tens of thousands of camels, toiled along the various routes towards the Mediterranean and towards the center of China. There was certainly not just one route, as at least five land routes and one sea route also existed. Various cities lying along the routes were important relays and steps for the trades to be successful.
Like the Silk Road and its way along various cities and milestones, today Huawei offers to its partners a set of steps towards profitable business. Access to innovative technologies and opening up new market opportunities is a first step. It is followed by enablement in which partners have access to on-going training and support. Joint marketing and branding help solidify market recognition. Certification is also a key milestone to anchor expertise and experience in formal market acceptance.

Culture travels with the caravans

It was not only goods which found their way between East and West along the various trade routes. The Silk Road was also a cultural bridge linking China and Rome, Arabia and Persia, India and Greece. The traders brought ideas and religions with them. Christianity and Islam journeyed to the Middle East, Central Asia, China and India. Buddhism travelled via India to Central Asia, the Middle East and China. Like culture, art and architecture, mathematics travelled from India, including the concept of nought or zero.
Conversely, Huawei continually learns the cultures and needs of its partners and customers worldwide. Huawei has embraced the mutual cultural fertilization and in-country localization which was so unique to the ancient Silk Route. This unique bonding of Western and Asian strengths permeates through the Enterprise Business Group of Huawei.

Partners discover their own route

At the time of the Silk Road, the trade with the East brought Persia and Venice enormous wealth and also became the foundation for the prosperity of the Ottoman Empire while India prospered.
Today again, it's not just about one route, one product. Huawei along the New Silk Road offers choices to its partners. Those choices and options cover the business models and the solutions offered.
Respecting and supporting a Partner's business model is a critical component of the relationship for business profitability reasons, including network and system integration, managed services and cloud services business models. In addition, the solutions offered comprise many options including ICT technology foundations like infrastructure and transmission, video collaboration and voice communication, datacenter and computing. Combined with offerings for vertical markets like transport, finance, utility and power, Huawei provides various routes to profitable Partner practices.

Long term trading

The ancient Silk Road lasted 1600 years and brought lasting prosperity to people and culture. Huawei is also looking at the longer term. As a private company owned by its employees, it is not restricted by the hectic quarterly pressure endured by exchange-listed companies. This long-term perspective provides the peace and scope to learn and to integrate for its own corporation.

As a consequence, Huawei is seeking Partners for long term engagement to produce products, services and marketing strategies offering profit to everyone in the value chain.

Conclusion

A partnership with Huawei is a road to a new profitability model and riches. Analogous to the ancient Silk Road, this new road is one crossing tough and turbulent market conditions. But, at the milestone cities where the caravan paused after travelling one of the many roads, profitable integration, managed services and cloud business are to be gained for all Huawei Partners.

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About Huawei Enterprise

Huawei Enterprise is a strategic Business Group of Huawei, dedicated to providing quality end-to-end communications solutions and services to Enterprise customers worldwide. Leveraging Huawei's leadership in information and communications technology (ICT) solutions and customer-centric innovation, Huawei Enterprise offers a suite of solutions and services in network infrastructure, unified communications and collaboration, cloud computing and data center. Our vertical industry applications are tailored to the needs of enterprises across sectors, including government, public utilities, energy, finance, transportation and power.

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