



Kristijan Zontar/Shutterstock.com

IP networking business to be done through the channel

ur stated direction is working, where we expect 80 to 90 per cent of our business to be fulfilled through the channel.

Biggest competitor competed with Cisco for years, the standard to turn a customer to establish an where we can preselves in a favourable Cisco can set the Ten years ago no ted IP, but it had the convince the world whole voice system equate.

On being a great networking company

Bay Networks, Nortel, HP, 3Com and IBM all thought networking was not good in and of itself. But Cisco committed and emerged as the top networking company. Its customers put up with slower innovation cycles because Cisco was committed to being a great networking company. But it is going with servers and everything else. At Brocade, we are absolutely dedicated to being a networking company.

Brocade eyes specialists

■ www.channelweb.co.uk/2040034

ate sector, and busi- there for the taking. public sector, the is one of collabora- ple are serious about platforms and data- said Haddow.

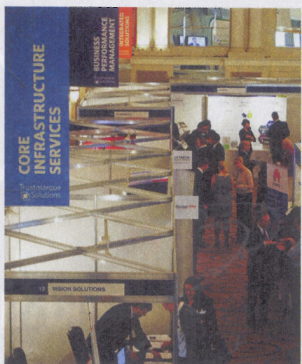
ce companies are g programmes to e business forward. hiring and looking ology to help them e business changes." McNicol, channel UK and Ireland a iled the event.

he UK must innovate ead of the recession

"We found the interaction with the delegates extremely positive," she said.

Trustmarque fearful for box-shifting LARs

■ www.channelweb.co.uk/2071031



HDS VARs gunning for HP and Dell

Caroline Donnelly Hitachi Data Systems' (HDS) top-performing VARs have hailed the launch of its specialisation programme, claiming it will help them win deals against tier-one vendors.

The programme lets partners acquire specialisations in several areas, including storage migration and vertical market solutions.

Speaking to *CRN*, Mike Walkey, senior vice president of global partners and alliances at HDS, said the programme was aimed at the firm's top 150 worldwide partners, which include Viglen and Computacenter.

"The aim is to decrease the amount of competition between [partners] by providing them with opportunities to differentiate their services offerings," he said.

Bordan Tkachuk, chief executive of Viglen, claimed

Neill Burton: Programme puts clear water between partners

the programme will help partners win against the likes of HP and Dell.

"We will offer end users a solution stack backed with a strong services proposition," he said. "This should help partners compete."

Neill Burton, datacentre solutions director at Computacenter, added: "The value is that it certifies we are credible in achieving certain outcomes and it puts some clear water between partners."

HDS seeks good health VARs

■ www.channelweb.co.uk/2029392



Sage eyes business suite upgrade bonanza for VARs

Caroline Donnelly Business software vendor Sage claims that it is on course to end its financial year on a high, thanks to a mix of new products and partner engagement.

Steve Attwell, general manager of Sage UK's lower mid-market and software division, claimed the vendor is projecting that it will post 20 per cent annual sales growth for the year, which closes in September.

The vendor also recently unveiled new versions of its flagship Sage 200 business software suite.

"There are about 400,000 Sage 50 customers and many

are outgrowing the software and looking to take the step up to Sage 200," said Attwell. "The upgrade opportunity for partners is immense."

Jo Fulton, sales and marketing director at Sage partner Datel, welcomed the Sage 200 upgrade, claiming that it is now less of a "me too" product.

"Product features which were market catch-up have been replaced with specific customer-driven enhancements based on the ever-increasing scope of how users are deploying the system," said Fulton.

Sage talks up mid-market momentum

■ www.channelweb.co.uk/1932267

shortcuts

Oki keeps it simple

The vendor is shaking up the branding of its European operations to come into line with its global brand name. Currently trading as Oki Printing Solutions across the continent, the printer maker has pared back its name to just Oki.

Nolan hits Surrey for six

VAR Nolan Business Solutions has implemented a requisition system for Surrey County Cricket Club. The club, home to England stars Kevin Pietersen and Chris Tremlett, hopes to benefit from tighter spending controls after implementing Nolan's eRequest platform.

Schools fear PC drought

Fears over IT production issues caused by the Japanese earthquake and tsunami have prompted many schools to bring forward their ICT acquisitions, according to leasing provider Syscap. Chief executive Philip White said: "Their concern is being unable to secure the computers and other equipment they need in order to install everything during the summer break."

VAR displays its wares

VAR European Electronics has supplied the ICT infrastructure for the largest purpose-built art gallery to open in the UK for 43 years. Its bespoke solution for the Hepworth Wakefield Gallery, worth £300,000, included interactive signs and a learning space for schools.

SCC remains neutral

Integrator SCC has unveiled an offsetting agreement with carbon management specialist co2balance to ensure that all services supplied via its £20m Midlands data facility are carbon neutral.