

IDEAL PARTNERS MICROSOFT TO EDUCATE SME RESELLER MARKET

Submitted by: Metro Media Services

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In the UK, up to one in four software packages used within business is used illegally. (Source: Business Software Alliance). Microsoft and Ideal Hardware are addressing this problem through a series of jointly hosted seminars aiming to educate the SME reseller market on the complexities and issues surrounding software piracy.

The seminars will combine the expertise of both parties to communicate the pitfalls of software piracy and demonstrate the opportunities available to help customers legalise. The seminar will also showcase Microsoft's licensing schemes and Ideal's new on-line software licensing tool Boris LDI, demonstrating how the combined channel partners can offer their customers the products they need at the most competitive prices and in the most efficient and simple way.

Mark Walton, Microsoft business development manager, comments: "Microsoft continues to work hard to reduce piracy through various initiatives targeted at protecting legal channel partners and defeating illegal dealers. The seminars are just one of the initiatives we are engaging in to achieve this and we see them as a prime opportunity to address the software licensing requirements of our customers. Ideal's comprehensive on-line licensing tool, coupled with its strong reseller customer base, made it a good forum in which to hold these seminars."

Mark Johnson, vendor relationship manager at Ideal, comments: "Legal channel partners are continuing to lose revenue to piracy. The legalities tend to get lost in the complexities of the licensing process leading to people taking risks. We intend to work with Microsoft to educate resellers on the issues and opportunities associated with software piracy that will maximise their customer satisfaction and gross profit. The seminars prove that Ideal truly is a one-stop-shop for all resellers' licensing requirements. Software piracy is theft which can result in fines and a prison sentence of up to 10 years. It's not worth the risk."

The seminars will cover software piracy, open licensing and open subscription license, plus a demonstration of Ideal's new on-line licensing desk Boris LDI, designed to simplify the software licensing process and ensure all legal requirements are understood and met.

The free, invitation only, events will be held at the following venues:

25th May – Microsoft Customer Briefing Centre, Reading.
Call 0870 166 6680 to register for this event.

8th June – The Belfry Hotel, Warwickshire.
Rates for golf at the Belfry range from £30.00 for Derby course.

22nd June – Rudding Park Hotel, Harrogate.
Delegates will receive a discounted rate of £19.50 per round of golf at Rudding Park.

For further information and to register, visit <http://www.ideal.co.uk/microsoft>, or email microsoft@ideal.co.uk, or call on 020 8286 5142

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Editor's Note:

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Bell Microproducts Inc is an international value-added provider of a wide range of high technology products, solutions, and services to the industrial and commercial marketplace. The company's offering includes semiconductors, computer platforms, peripherals, and storage products of various types including desktop, high-end computer and storage subsystems, fibre channel connectivity products, RAID, NAS and SAN storage systems and back-up products. Bell Microproducts is an industry-recognized specialist in storage products and is one of the world's largest storage-centric value-added distributors. The company's products are available at any level of integration from components, to subsystem assemblies, to fully integrated, tested and certified system solutions. The company adds value with a broad range of services including testing, software loading, kitting, mass storage system integration, and computer system integration. Trained and certified technical personnel complete each of these processes at Bell Microproducts' ISO 9002 facilities. Bell Microproducts markets and distributes more than 150 brand name product lines, as well as its own BellStor storage and Trademark(R) computer brands, to original equipment manufacturers (OEMs), contract electronic manufacturing services (EMS) customers, value-added resellers (VARs) and system integrators in the Americas and Europe. More information can be found in SEC filings, or by visiting the Bell Microproducts Web site at <http://www.bellmicro.com>

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