

# WStore launches first TopConfig tool to assist SMBs

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WStore, the leading online supplier of business IT equipment, has today launched the first customer-ready TopConfig tool available on its site, giving HP customers more choice and flexibility than ever before. In addition, WStore has set up a dedicated HP sales team, with the fundamental aim of doubling its HP sales within 12 months.

TopConfig allows business customers to order HP hardware that meets their exact needs by selecting the specification they require. Although the scheme has been talked about in the channel for months, WStore is the first reseller to give customers easy access to the benefits of TopConfig; the WStore configurator currently covers the full range of HP workstations and desktop corporate PC's, with a range of corporate notebooks being added this month.

The new HP team will be led by Paul Gray who has been an integral part of the WStore Major Accounts team for the past three years, and prior to that worked for a South African IT components distributor.

Kate Hembury, WStore sales director, said: "HP has always been an important partner to WStore and this latest move demonstrates the strength of our relationship. HP's success in providing technology that meets the needs of the small-to-medium sized business (SMB) fits well with our strategy to be the leading IT supplier to this key sector of the UK economy, while their breadth of products and availability of solutions made HP the only viable partner for us to have a dedicated team for."

While many resellers are struggling to make a profit in this sector, WStore has a wealth of experience in successfully selling to SMBs, understanding and anticipating customer needs and enhancing their offerings to meet these standards. WStore's sales have increased from £11.2 million to £18.4 million for the SMB market over the period 2001 to 2003.

Andy Vickers, UK Director, Solution Partners Organisation, Hewlett Packard, said: "The creation of the WStore HP team demonstrates their commitment to working in partnership with HP to deliver the best possible customer solutions. It underlines the HP commitment to the channel and to ensuring that our customers get high quality support and advice when sourcing products."

Often without an IT manager, SMBs lack detailed technical knowledge when it comes to choosing IT. WStore has addressed this issue by staying close to its customers' needs and providing them with the tools to make informed choices. Whether it means having account managers at the end of the phone to offer first class advice, or through the flexibility of its website, SMBs have found WStore the ideal IT partner.

## <b>Notes to Editors</b>

Since its creation in 1998, WStore group has continued to display rapid growth, going from a turnover of 8 million euros in 1999 to 62 million euros in 2003. WStore Group announced a consolidated gross margin of over 14% for 2003, an increase of 2 points in comparison with the year 2002.

## <b>About WStore Group</b>

WStore was the UK's first web-based corporate IT reseller, established in July 1999. It uses the

internet to reduce costs and processes to businesses. Focus on innovation delivers simple and effective tools to allow businesses saving time when choosing and purchasing IT products. Installation, training and consultancy is delivered to companies implementing IT projects, through its regionally focused VAR network.

WStore Group is a pan European company with organisations in the UK and France. WStore UK Ltd is a wholly owned subsidiary of WStore Europe SA.

WStore site: [www.wstore.co.uk](http://www.wstore.co.uk)

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