

# WStore builds online presence for Fujitsu Siemens Computers

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WStore, the leading online supplier of business IT equipment, has today announced that it has collaborated with Fujitsu Siemens Computers to launch a brand new internet-based store. The website, [www.fujitsu-siemens-shop.co.uk](http://www.fujitsu-siemens-shop.co.uk), will serve as an alternative purchasing resource for customers visiting the [www.fujitsu-siemens.co.uk](http://www.fujitsu-siemens.co.uk) website

The new site which has been designed, built, and will be managed by WStore, has its own URL and is also linked through from the Fujitsu Siemens Computers corporate web site. WStore was chosen to help implement the Fujitsu Siemens Computers shop due to its expertise in making the process of IT purchasing very simple for the end user. This initiative meets customer demands by offering the user a variety of ways to purchase their next Fujitsu Siemens Computers PC.

Tony Price, Managing Director of WStore said: "WStore is a long standing Fujitsu Siemens Computers channel partner. Our experience in delivering a low cost, high value, online business model was central to this contract and our long established relationship a re-assurance. Using our knowledge and expertise, Fujitsu Siemens Computers will be better equipped to respond to increasing customer demand for a wider variety of simple purchasing options."

Ian Snadden, Director Channel and SME Sales from Fujitsu Siemens Computers said: "The launch of the web site will undoubtedly strengthen our position in the market place but does not impact our existing channel approach and partnerships. Furthermore, we believe this will demonstrate to the industry that there continues to be a vendor that is committed to the channel and willing to blend different approaches to channel sales that benefit all concerned, especially end customers."

## <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 are delivered to companies implementing IT projects, through its regionally focused VAR network.

WStore Group is a pan European company with organizations 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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