

Bell Micro locks down channel marketing initiative

Submitted by: Maillot Jaune Communications

Monday, 3 November 2008

New programme delivers marketing suite and sales support for security resellers

Chessington, Surrey - The Security Division of specialist value-added distributor Bell Micro has today announced its latest reseller marketing programme. Designed to elevate market penetration and development for partners through the promotion of new security products to the end user channel, the complete tool set of marketing collaterals and sales support is available immediately.

The programme has been created to generate new sales channels and sales leads for security products and services which Bell Micro will then support through promotional campaigns aimed towards the end user channel. Each campaign will consist of three or four core activities both internal and external sales and product training, press release and case study generation, providing an online presence, direct mail, newsletter, e-shots, training workshops and seminars, advertising and/or exhibition support. Alongside these activities, Bell Micro will also facilitate the follow up of all activities and work with partners to ensure the effective management of the resulting leads.

"This marketing programme characterises the value of working with Bell Micro, delivering exactly the right tools for the task into the hands of partners in the security channel and then supporting them closely through the sales process," said Steve Browell, General Manager for the Security Division at Bell Micro. "By partnering with Bell Micro, our partners are now able to promote new products and solutions to internal sales teams and then increase that product focus through targeted promotions which will generate new sales leads essentially ensuring marketing budgets go that bit further."

Overall, the programme demonstrates Bell Micro's ongoing dedication to delivering tangible value and benefits, helping partners to achieve incremental sales, capitalise on new revenue streams, lower the cost of sale and build upon core competencies. Designed to immediately support partners in identifying and securing business in areas of strong or emerging security markets the programme will concentrate on market penetration and development, whilst the long term focus will bring about sales generation through both existing customers and targeting new customers on line.

For more information please call 0208 410 7995 or email security-uk@bellmicro.eu

About Bell Micro

Bell Micro is a global, specialist distributor of a wide range of high-tech products, solutions and services, including storage systems, servers, security, software, computer components and peripherals, as well as integration, maintenance and professional services. An industry-recognized specialist in storage products, this Fortune 1000 company is one of the world's largest storage-centric value-added distributors with revenues of over £2bn in Europe and \$4bn world-wide.

Bell Micro is uniquely qualified with deep technical and application expertise to service a broad range of information technology needs. From design to deployment, its products and services are available at any level of integration, from components to sub-system assemblies and fully-integrated, tested and

certified system solutions all designed to enhance its' partners. Bell Micro operates through three channels to market industrial, commercial and enterprise each of which offers a wide range of services and products from major IT vendors.

Bell Micro is the trading brand for Bell Microproducts Inc. More information can be found in the company's SEC filings or by visiting the Bell Micro web site at www.bellmicro.eu.

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