

Atlanta Technology achieves Dell Preferred Partner status

Submitted by: Peptalk Communications

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Atlanta Technology (<http://www.atlantatechnology.co.uk>), the server & storage virtualisation (<http://www.atlantatechnology.co.uk>) specialists, has entered the Dell PartnerDirect programme, having achieved Preferred Partner status. In order to achieve this, the company successfully completed the Storage Certification and Server Certification tracks. This follows Atlanta Technology's success as the fourth largest UK reseller partner for Compellent, which was subsequently acquired by Dell in February 2011.

As a Dell Preferred Partner, Atlanta Technology receives sales and marketing support from Dell, including lead-distribution, access to campaign-based market development funds, and a wide range of sales and marketing resources to assist Atlanta Technology's team in delivering the most relevant storage solutions to its clients.

Atlanta Technology, which is this year celebrating its 15th anniversary, has a solid reputation for creating bespoke virtualised server and storage solutions for clients. It was last year confirmed as the fastest growing reseller of the Compellent Fluid Data Storage solutions on an International level for the previous 12-months, following impressive Compellent sales growth that culminated in year-on-year growth of over 150 percent. Atlanta Technology was also finalist in the IT Europa European Excellence Awards.

Kathleen Schneider, Executive Director, Channel Marketing and Programs - Europe at Dell said: "Atlanta Technology's track record speaks for itself with impressive, proven results as a Compellent reseller. Now, as a Dell Preferred Partner, we are confident in the team's ability to continue providing customers with the most appropriate storage solution to meet their future needs. We welcome Atlanta Technology to the PartnerDirect programme and look forward to working with them to help grow their Dell business."

Simon Kelson, managing director, Atlanta Technology said: "We are pleased to become a member of the Dell PartnerDirect community and to have achieved Dell's Preferred certification status. This reflects the hard work the team has put in to delivering first class sales, service and support to our clients and to providing future-proofed storage that is scalable and enables clients to achieve a return on their investment."

For further information, visit www.atlantatechnology.co.uk or call 0207 692 7000.

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Notes to Editors:

High-resolution images of Simon Kelson are available on request.

About Atlanta Technology:

Atlanta Technology Ltd has advised, supplied and supported advanced technology solutions aimed at enabling growth and adding value to businesses customers since 1996. Its dynamic team concentrates on

simplifying technology from the business customer's perspective. As a company it shares a vision of harnessing complex technology, creating de-fined solutions and communicating business benefi-ts.

Atlanta Technology's corporate-class Cloud Computing environment is built for business, securing data and applications on remote servers at top class data centre facilities. This corporate-class Cloud Computing environment is an integral part of the vision Atlanta has been developing since 2005.

Atlanta Technology's customers include private and public sector organisations including those that are subject to strict regulation and governance such as fi-nancial institutions and housing trusts.

www.atlantatechnology.co.uk
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