

# New IT search portal from comparetheware.com helps businesses find the right technology solutions and accredited suppliers fast

Submitted by: One Bite Communications

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Free IT search portal enables businesses to research and compare IT technologies, and puts them in touch with expert suppliers that can support their IT project needs; launches with a focus on IT security

Infosecurity Europe 2012 (Stand L76), London – 24th April 2012: Launched today, comparetheware.com is a new search portal dedicated to IT that gives UK businesses a fast and easy way to find the right technology solutions and accredited suppliers.

The new service launches with a focus on IT security and will expand its profiling of solutions and services across a range of business technology sectors including virtualisation, VOIP, networking, storage and cloud services.

“Our mission is to provide a resource that makes it easier for businesses to find the right information on technologies and then put them in touch with relevant expert suppliers who can help meet their business needs,” said Mike Worby, Business Manager at comparetheware.com. “comparetheware.com addresses the information search challenges that businesses face, is backed by a trusted team and will continue to evolve and feature a comprehensive range of vendors and suppliers.”

Using the service, businesses will be able to research technology products and services based on key criteria, compare them side-by-side to find the right solution, and ask for quotes from accredited IT solutions providers through special filters on the site. Selected suppliers can then respond directly to requests.

The launch of the new service follows increasing evidence that businesses want faster access to trustworthy and relevant information when sourcing technology solutions or specifying IT projects. According to independent research 65 percent of IT professionals have problems finding the information they need when looking to select a technology vendor or solution. In addition, 40 percent of IT decision-makers cite time pressures as a problem when making purchasing decisions.

comparetheware.com has secured support from a number of leading technology vendors and channel organisations ahead of its launch. The site is branded with its very own distinct blood hounds, who ‘hunt out’ the right information for visitors using intelligent filters, and keep decision-makers informed of what’s happening in the technology sector through Twitter and their blog.

Businesses can access the new IT search portal at [www.comparetheware.com](http://www.comparetheware.com) or for more information can contact [comparetheware.com](http://comparetheware.com) on 01638 569699 or email [info@comparetheware.com](mailto:info@comparetheware.com).

Additional resources:

- Learn more about comparetheware.com (<http://www.comparetheware.com>)
- Visit the dogsblog (<http://blogs.comparetheware.com/>)
- Follow @comparetheware (<http://twitter.com/#!/comparetheware>) and @ittopdog (<http://twitter.com/#!/ittopdog>) on Twitter

Note to editors:

- For comparetheware.com screenshot: [http://goodepress.com/ctw/ctw\\_homepage.png](http://goodepress.com/ctw/ctw_homepage.png)
- For the comparetheware.com logo: [http://goodepress.com/ctw/ctw\\_logo.jpg](http://goodepress.com/ctw/ctw_logo.jpg)
- For photography of Mike Worby, Business Manager, comparetheware.com: [http://goodepress.com/ctw/Mike\\_Worby.jpg](http://goodepress.com/ctw/Mike_Worby.jpg)

About comparetheware.com

Headquartered in Newmarket, comparetheware.com is a search portal for IT buyers in small, midmarket and enterprise organisations. Featuring information on IT solutions and expert suppliers, comparetheware.com makes it easy for businesses to match IT project needs to supplier capabilities and best-fit technologies.

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