

Cloud Distribution puts 'value' back into VAD for next-generation, networking and security vendors

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Reading, UK, 21st January 2013 - Value Added Distributor, Cloud Distribution, has thrown down the gauntlet to other Value Added Distributors who offer little or no support to as yet "undiscovered" vendors that have the potential to disrupt the UK market's status quo. The company has hired start up industry veteran, Adam Davison, to seek out next generation networking and security vendors to complement Cloud Distribution's portfolio of disruptive technology solutions. Davison will be actively looking for companies that wish to bring innovative networking and security technology solutions to the UK, but in order to gain a significant foothold they need to partner with a distributor who understands their market and delivers real value-add.

To reinforce the value-add, Davison's team has developed tools for the channel to help launch these new solutions to the market quickly and efficiently. These include tailored vendor support launch packs, bespoke sales training, presales and technical training, a virtual marketing team and an end user pipeline generation platform all designed to help VARs get up to speed with the new solutions and grow an immediate pipeline of qualified opportunities.

Adam Davison comments, "I have first-hand experience of what it's like as a start-up trying to break through. It's tough when you're operating in an environment where the more established vendors get all the distributor's energy and attention. There is a real need for a "next-generation distributor" – a company that is willing to put evangelistic effort into less well-known, but high value proposition vendors."

Scott Dobson, Managing Director of Cloud Distribution said: "In the current economic climate distributors need to be truly adding value - a term that is overused and undervalued. Cloud Distribution specialises in innovative and disruptive new technologies that VARs can take to market quickly and easily and where the value in the transaction can truly be seen. I am confident that Adam will help us take the company to the next level and strengthen our channel proposition."

Cloud Distribution has already successfully launched a number of vendors to the UK market including Meraki, Peplink, Vit@r and Vyatta, which was recently acquired by Brocade.

Adam's appointment follows a series of new hires as Cloud Distribution expands and develops its team which has included James Ball, Technical Manager and Tracey Hannan, Sales Manager for the new Northern office.

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About Cloud Distribution

Cloud Distribution is a value-added distributor of disruptive next-generation networking and security solutions that VARs can take to market quickly and easily. It currently distributes Meraki, Vyatta, Peplink and SplashChimp in the UK. Its portfolio of disruptive networking and security solutions helps

resellers to differentiate themselves from the competition and create new markets to sell in.

The company was founded in 2009 by senior executives with a wealth of experience in the security, networking and optimisation space. Its philosophy is to take innovative, cutting-edge vendors into the UK market by recruiting and working together with skilled, reputable, market making partners.

For further information please visit www.cloud-distribution.com.

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