

Zycko won Riverbed Pan European Distributor of the Year Award

Submitted by: HBL Media

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Zycko, the value-add distributor of best-in-class convergent IT infrastructure solutions, has been awarded Riverbed Pan European Distributor of the Year.

Jon Arnold, Riverbed regional sales director, Northern Europe, said: "The level of commitment and support Zycko has shown to Riverbed has been second to none. We appointed Zycko as our first pan European distributor in 2005 and since then they have demonstrated consistent investment and execution in Riverbed."

Distributors play a very important role to Riverbed. The company recruits quality resellers to sell Riverbed products and provides its channel with technical, sales and marketing support.

Mr Arnold added: "Zycko is truly worthy of this award. They have demonstrated that they are not only a true value-add distributor, but they have also helped grow our market-leading solution effectively in many disparate regions."

David Galton-Fenzi, Zycko's Group Sales Director, said: "We are extremely pleased to have won this award. Being named Pan European Distributor of the Year by such a successful vendor is an amazing achievement and a title we will fight to keep year on year."

In addition to Zycko's office in the UK, it also supports Riverbed in the EMEA through its offices in Russia, Spain, Sweden, Benelux, France, Germany, Saudi Arabia and Italy. In 2006 Zycko became the first European partner to offer Riverbed training.

Zycko also won Riverbed Southern Europe Distributor of the Year Award.

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About Zycko:

Zycko is a value-add distributor of best-in-class convergent IT infrastructure solutions through a channel of resellers, systems integrators and service providers.

Zycko is privately held and has been profitable since inception in 2000, when the company's original charter was to market data networking accessories to resellers as a wholesale distributor. Zycko now employs 250 staff, serving over 3,000 resellers around the world from fourteen offices on four continents. The company enjoys an annual turnover of more than \$180m.

Zycko's provision of best-in-class IT products and logistics management is supported by true value-add professional services - such as pre-sales expertise, technical support, custom configuration, an industry leading accredited training program, and marketing support. These vital services and support enable our customers to quickly deliver profits and invest in new market opportunities, allowing them to differentiate in a crowded market. Zycko is the channel partner of choice.

Zycko's strategic partner base includes world-class companies such as Avago, Asigra, Diligent, Edgewater, Epicenter, Hitachi Data Systems, Intransa, Isilon, LSI, OnStor, Powerdsine, QLogic, Riverbed, USystems, Force10 Networks and ExaGrid.

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