



À la carte or fit for the dustcart?

Broadliners are to change what motorway service stations are to à la carte dining.

Your article (The distribution evolution, *CRN*, 2 August) acknowledged the dynamism of broadliners in M&A activity. However, they lavish too much credit on themselves for the turgid plodding that puts them way behind what might legitimately be called value, let alone innovation.

If efficiency is a distributor's idea of blue-sky ambition, then I might humbly suggest that they bury their heads in the sand a little deeper.

Commodity IT, underwritten by sheds and wheels, is good for a low-margin volume business, but it often spells the difference between entrepreneurial market makers and penny-pricing market takers. Which ones would a half-decent reseller most want to associate with?

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