



Bullish VADition to go pan-Euro

Doug Woodburn

UK distributor VADition has revealed plans to go pan-European after bursting into the Benelux market with vendor Palo Alto.

The distributor, which was founded in 2006 by channel entrepreneurs Ian Morris and Neil Ledger, opened a Hague office on 1 May and plans to move into other continental territories soon.

VADition has recruited local stalwarts Rob Pronk and Patrick van Arendonk to spearhead its Benelux push and a local contract has already been signed with firewall vendor Palo Alto.

"The progress we made has enabled us to invest in other

territories," said Ledger.

"Our strategy for 2010/11 is to go pan-European. But we want to do it in partnership with quality people in each region rather than buying. [Rob and Patrick] are knowledgeable, senior people."

He said that regional offices will act as sales and marketing outposts. The technical and back-office support will be carried out in the UK.

Scott Dobson, managing director of Cloud Distribution, said: "This is a high-risk strategy, especially in this current climate. The reason

Neil Ledger: Our progress has enabled us to invest in other territories

Neil and Ian have been successful with VADition, equiP and Data Connectivity is their knowledge of the local channel."

Top resellers slope off with VADition

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