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VADition ambition fuels Riverbed addition

Distributor keen to grow UK partner base for new vendor partner

Written by **Sam Trendall**
CRN, 17 May 2010



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WAN optimisation vendor **Riverbed** has bolstered its UK distribution line-up by signing **VADition**.

The Alton-based networking and security player, which also distributes vendors including Fortinet and Aerohive, will work alongside incumbents Zycko and Arrow ECS. Riverbed's vice president of EMEA sales Marcus Chambers claimed the distributor would play a key role in pushing Riverbed technology alongside that of its strategic partners.

"VADition's value-add focus on solutions selling, specifically with key Riverbed alliance partners, will enable Riverbed resellers to help customers of all sizes improve business performance," he said. "We look forward to a positive and successful relationship that draws upon all of VADition's expertise."

VADition's business development director Barrie Desmond **end users' move towards cloud platforms** was fuelling desire for WAN optimisation technology. He added that the San Francisco-based vendor had market-leading technology and that his firm would seek to expand UK VAR numbers.

"As more organisations move to cloud environments and virtualisation in the datacentre, the further away users and partners are moved from their applications," he said. "LAN performance over the WAN is a critical must-have for organisations and a fast-growing market for our partners."

"Riverbed continues to lead in this space, with a great reputation for products and solutions. We aim to build on this and expand their partner network to cope with expected growth in the market."

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