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[home](#) › [features](#) › [the emea channel wrap – 30/7/10](#)

[Search](#)

- [HOMEPAGE](#)
- [NEWS](#)
 - [Vendor](#)
 - [Distributor](#)
 - [Service Provider](#)
 - [Reseller](#)
 - [Retailer](#)
 - [Analysis](#)
- [REGIONS](#)
 - [EMEA](#)
 - [Europe](#)
 - [Middle East](#)
 - [Africa](#)
 - [Russia & CIS](#)
- [ABOUT US](#)

The EMEA Channel Wrap – 30/7/10

by Stuart Wilson, Friday 30 July 2010



If you're already on holiday and reading this on the beach, we're very jealous

With the EMEA channel gearing up for summer holidays, it's time to take our latest tour of the top in-country news sites, to find out what's making headlines across the region. If you're already on holiday and reading this on the beach, we're very jealous. We're heading to Russia first this week to get to grips with some of the latest channel developments in this vast market.

Russia

1. CRN **Russia** reports that distribution outfit **Landata** has picked up authorisation to sell **IBM System i** servers to its customer base. **Landata** reckons that its extended agreement with **IBM** forms part of its ongoing policy to provide partners with a complete range of products and services from Big Blue.

2. Moving to the retail channel and **CRN Russia** confirms that **Eldorado** has opened a new store in Novosibirsk, the largest city in Siberia. **Eldorado's** new store will stock a wide range of IT and consumer electronics products and will also offer a range of installation and configuration services to customers.

Middle East

3. **Channel Middle East** claims that **Oracle** has shaken up its regional channel management in the wake of the **Sun** acquisition. Hisham Esaadi, who served as director of alliances and channels, has taken on the role of MD for **Oracle** Libya since June 1st. The channel role is now being handled by MEA VP Gabriel Bakhazi and Donald Thomas, its former WITS alliance director.

4. Networking equipment maker **Allied Telesis** has appointed Sabbahuddin Khan as its first regional manager for the Middle East and Pakistan, according to **Channel Middle East**. Khan is best known in the regional channel for his stint at regional distribution outfit **Aptec** where he led the networking division.

Africa

5. South Africa-based distributor **Nashua** picked up a **Ricoh** distributor of the year award at the vendor's recent channel conference held in Switzerland. **Nashua** reckons that its positive performance during the last two years – despite tough economic conditions – contributed to its success. **Nashua** reckons that market conditions have improved significantly in 2010.

6. **Microsoft** gold certified partner **iSolve Business Solutions** has expanded its operations in South Africa. **iSolve** is opening new offices in Cape Town to increase the availability of its services and solutions to customers in the Western Cape. **iSolve** claims to have experienced exceptional growth despite tough market conditions.

Germany

7. Heading up to Europe and the first stop is Germany. **ChannellInsider** reports that **API Computerhandels** has been appointed as an authorised distributor for **Sennheiser**. **API** will look to implement **Sennheiser's** channel programmes and certify resellers and retailers, giving them access to additional benefits and possible bonuses.

8. **CRN Germany** covers the departure of a senior executive from retail giant **Metro**. Thomas Unger, deputy chairman at **Metro**, will leave the company in September 2010. Unger's role at the retail giant had included overseeing the **Media Markt** and **Saturn** retail chains. This responsibility will transfer to CEO Eckhard Cordes when Unger leaves.

Southern Europe

9. Over in Italy and **ChannelCity** covers the in-country distribution deal between **Citrix** and **Computer Gross**. The two companies reckon that the agreement is in response to growing market demand for



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			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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virtualisation solutions in Italy. **Citrix** wants to make full use of the channel's potential and claims that **Computer Gross**' existing **Microsoft** skills make it an ideal partner.

10. Heading West to Spain and **Dealer World** confirms the appointment of Ramirez Alfonso as director of consumer business at security software vendor **Kaspersky** in Spain and Portugal. In his new role, Alfonso will look after online and retail sales. Prior to first joining **Kaspersky** in 2008, Alfonso had previously worked at distributor **GTI** as an account director.

UK & Ireland

11. In the UK, **Microscope** explores **McAfee**'s recent in-country distribution review, reporting that **Arc Technology** had not made the cut as the vendor cut its number of first tier channel partners to three. **McAfee** has retained **Computer 2000**, **Ingram Micro** and **Arrow** as its three distribution partners in the UK.

12. Staying with distribution line-up changes in the UK, **CRN** reports that **F5 Networks** has added a fourth distributor, appointing **VADition** to drive sales of its ARX storage solutions. **VADition** joins **ATS**, **Computerlinks** and **Westcon Security** as authorised **F5** partners. **F5 Networks**' existing UK distributors were not rushing to congratulate **VADition**, according to **CRN**.

Central & Eastern Europe

13. In the Czech Republic, **ChannelWorld** reports that distributor **AT Computers** has boosted its mobile phone vendor line-up, signing agreements with heavyweights **Nokia** and **Samsung**. **AT Computers** had an existing distribution deal with **HTC**. The distributor reckons that the new additions to its line-up will open up additional business opportunities for customers.

Benelux

14. Netherlands next where **ChannelWorld** declares that **Copaco** has picked up distribution rights for **Acer**'s smartphone products. The agreement covers the Benelux region and builds on an existing distribution deal between the two companies covering PCs. **Copaco** reckons that **Acer** smartphones can allow it to build sales in a fast-growing product segment.

15. **ChannelWorld** also reports on some personnel changes in the Dutch market. Mark Verheijke has been appointed channel director at **Fujitsu** Netherlands. Elsewhere, Thijs Vink has been named as marketing manager at **Ingram Micro**. He previously held the role of business unit manager for software.

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