

<http://www.computing.co.uk/crn/news/2262398/ambitious-vadition-pan-european>

computing.co.uk

go

News | In-depth | Reviews | Audio/Video | Web Seminars & Events | Jobs | Blogs | Forums | Computing Business | Awards | Subscribe

Home | Hardware | Software | Communications | Internet | Security | Management | Public sector |

Mobile |

advertisement

Home > News > Client > Distribution

Ambitious VADition to go pan-European

The distributor is eyeing continental expansion just four years after its inception

Written by [Doug Woodburn](#)
[CRN](#), 04 May 2010



Neil Ledger: Our strategy for 2010/11 is to go pan-European

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

The distributor, which **was only 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.

Ledger said: "The progress we have made has enabled us to invest in other territories.

"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."

Ledger said that regional offices would act as sales and marketing outposts as all the technical and back office support would 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 and Ian have been successful with VADition, equiP and Data Connectivity is their knowledge of the local channel. It will be interesting to see how they find it in a new territory."

Have your say Send to a friend Print this Share

[< Previous article](#) | [Next article >](#)

Tags: [Distribution](#) [Strategy](#) [Vadition](#)

reader comments

Add your comment

related articles



Distribution
Top sellers slope off with VADition
Distributor to reward top-performing sales people with Italian ski trip 18 Mar 2010

Distribution

most read | most commented | popular topics |

- Indian IT companies will storm the UK market this year
- Interview: Network Rail chief information security officer Peter Gibbons
- Microsoft launches 'Hybrid Organisation' initiative
- Demand for new developer skills rises with social media popularity
- EU considering new cybercrime agency

> [More](#)

advertisement

analysis and reports



Master data management projects in practice

This analyst report summarises and analyses the results of research MDM implementations and their success factors.



Delivering high performance desktops to remote offices

Enabling enterprises to deliver high performance virtual desktops to remote and branch offices from centralised datacentres.

advertisement

white paper library

latest white papers |

neverfail

IBM

access

Keep up to date with the latest products, services and technologies from the world's leading IT companies; [IThound.com](#) brings you thousands of white papers, case studies and analyst reports.

advertisement

<http://www.computing.co.uk/crm/news/2262398/ambitious-vadition-pan-european>

■ VADition first Euro CSC

Specialist distributor deepens relationship with Fortinet as it pushes for growth 24 Aug 2009

[Voice and Data](#)

■ Distribution trio to Expand vendor's UK reach

Expand Networks adds three distributors to drive VAR recruitment around four key markets 11 Nov 2009

[Security](#)

■ Data Integration bags Palo Alto deal

Canterbury Christ Church University picks Palo Alto over more established firewall technologies 30 Mar 2010

[Tesla Motors](#)

■ Tesla files for first US auto IPO since Ford

Electric car firm announces plan for \$100m IPO as it looks to throw everything behind Model S development 01 Feb 2010

related whitepapers

today's top stories

[Management](#)

■ Interview: Network Rail chief information security officer Peter Gibbons

The rail operator has implemented a range on new security technologies in a bid to keep service performance on track 30 Apr 2010

[The Big Picture](#)

■ The big yellow monster strikes again

Symantec thoughtfully timed the announcement of its acquisition of encryption vendors PGP and GuardianEdge to occur during the last day of the... 30 Apr 2010

[Communications](#)

■ Independent Networks Co-operative Association chief Malcolm Corbett interview: part I

Are there better ways of rolling out optical fibre to rural communities than subsidising large service providers to do this? 28 Apr 2010

[Hardware](#)

■ Analysis: HP and the future of Palm

What next for the company that invented handheld computing? 29 Apr 2010

[Public Sector](#)

■ Hung parliament threatens to delay IT-driven efficiencies in the NHS

Former Department of Health IT supremo says a hung parliament would hinder much-needed reform 28 Apr 2010

[> More news](#)

newsletter signup | existing users |

Sign up for our range of FREE newsletters:

- ⊖ Essential weekly news
- ⊖ Technology Insider
- ⊖ Financial services news
- ⊖ Public sector news
- ⊖ Retail & supply chain news

More available - click 'submit' to view

[Submit](#)

jobs

advertisement

Related jobs

Job of the week

[> More IT vacancies](#)

Job alerts

■ Latest jobs to your inbox

[Sign up](#)

Find your next job

Search jobs

[Search](#)

IT Salary Checker

■ Are you being paid what you are worth?

[Check salary](#)

poll | audio / video | in-depth |

■ **Which party offers the best policies for the IT community**

Which of the main parties offer the best policies for the IT community?

- j: Labour
- j: Conservatives
- j: Liberal Democrats
- j: Other

[Vote](#)

[View poll results](#)

[> More polls](#)

<http://www.computing.co.uk/crm/news/2262398/ambitious-vadition-pan-european>

advertisement

[Home](#) | [Hardware](#) | [Software](#) | [Communications](#) | [Internet](#) | [Security](#) | [Management](#) | [Public sector](#) |

Mobile | 



© Incisive Media Investments Limited 2010, Published by Incisive Financial Publishing Limited, Haymarket House, 28-29 Haymarket, London SW1Y 4RX, are companies registered in England and Wales with company registration numbers 04252091 & 04252093

go

About us:

[About computing.co.uk / Contacts](#) | [About Incisive Media](#) | [Privacy policy](#) | [Terms and conditions](#) | [Accessibility](#) | [Sitemap](#)

Related Incisive Media web sites:

[News and reviews for IT professionals](#) | [News for IT staff and technologists](#) | [Green business news](#) | [News for the IT channel](#)

Jobs:

[Computing Careers](#) | [IT jobs](#) | [Programmer jobs](#) | [Developer jobs](#) | [IT manager jobs](#) | [Project manager jobs](#) | [SAP jobs](#)
[Oracle Jobs](#) | [Java Jobs](#) | [IT recruitment agency directory](#) | [Software engineer jobs](#) | [Inquirer Jobs](#) | [Firmware developer jobs](#)
[Electronics engineer jobs](#)

Article types:

[News](#) | [In-depth](#) | [Reviews](#) | [Audio and video](#) | [Events](#) | [Computing Business](#)

Technology categories:

[Appliances](#) | [Applications](#) | [Bugs and fixes](#) | [Chips and components](#) | [Client](#) | [Communications](#) | [Developer](#) | [Ecommerce](#)
[Employment and skills](#) | [Enterprise security technology](#) | [Finance and Reporting](#) | [Hacking](#) | [IT Management](#)
[IT Services and Outsourcing](#) | [Licensing and piracy](#) | [Mobile](#) | [Network infrastructure](#) | [Open source](#) | [Operating systems](#)
[Peripherals](#) | [Portable](#) | [Privacy and data](#) | [Public sector](#) | [Security](#) | [Server](#) | [Services and outsourcing](#) | [Storage](#) | [Telecoms](#)
[Voice and Data](#) | [Wireless networking](#) |