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Arista on the prowl for non-Cisco partners

10Gbit Ethernet vendor seeks mid-sized networking houses in European channel push

Written by [Sam Trendall](#)
[CRN](#), 18 Feb 2010



On the continent: Arista is looking for five or six key partners in each European country

Arista Networks is imploring non-Cisco-centric networking VARs to explore **10Gbit Ethernet technology** as it looks to cement ties with a handful of committed partners.

Director of global channels Mark Foss revealed the vendor currently has about 100 European partners, a fifth of which are "really active".

Foss wants to forge relationships with five or six key VARs in each European country.

"It helps to have a direct touch to the customer," he added.

Foss is looking for medium-sized resellers with a background in networking, particularly those whose primary focus is not the market-leading vendor.

"Sometimes [Cisco partners] are too involved with selling Cisco," he said. "Non-Cisco partners are usually better. [Partners] have to have a passion for Arista."

Foss predicts his firm will grow revenue at least fourfold this year, in a market that will double in size.

Barrie Desmond, director of Arista distributor **VADition**, claimed channel interest in Arista had ratcheted up in the last four months after a slow start. He agreed with Foss that attracting Cisco partners "has been a struggle".

"[The Arista product] is a quarter of the power, a quarter of the space, 10 times the capability and half the price of **Cisco**, and the margin involved is three times the amount," he said. "We are beginning to build momentum. The 'ABCs' [anyone but Cisco] are finally turning up."

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