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VADition recruits to match growth

Doug Woodburn, CRN, 25 May 2010

Distributor to take on ten more staff

Distributor VADition is swelling its headcount by 30 per cent to support the recent growth of its reseller base.

Founded in 2006, VADition now claims to be operating 30 proof-of-concepts at any one time on behalf of a core group of 40 to 50 reseller partners.

VADition business development director Barrie Desmond said the company will recruit another 10 engineers and sales staff over the next two months to keep pace with demand.

"We are still growing like billyo," he said.

VADition is focused on two technologies: social enterprise technologies and those that automate, consolidate or save on power and space, according to Desmond.

Vendors include Fortinet, Palo Alto, Infoblox, Aerohive and Arista Networks.

"They are not the high-volume products Computer 2000 or Azlan sell and have two or three times the margin," said Desmond.

"That seems to have grabbed the attention of the market."

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