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Signed and sealed: F5 has added VADition to its UK distribution fold

F5 Networks adds VADition for storage push

Niche distributor joins Computerlinks, Avnet and Westcon Security in UK line up

Doug Woodburn, CRN 29 Jul 2010

F5 Networks has moved from three to four UK distributors after appointing VADition to push its fast-growing ARX storage line-up.

The vendor launched a pan-European distribution review earlier this year and at that time revealed it was considering appointing storage specialists to help push ARX out to market.

VADition will focus on ARX, which is based on F5's 2007 acquisition of Acopia, although it will have access to the full portfolio.

Barrie Desmond, business development manager at VADition, said the distributor would initially focus on recruiting the 15 or so specialist storage VARs it already works with around Isilon.

"This is fantastic news for us. VADition is associated with disruptive technologies but it can also add value to established vendors looking to punch above their weight in specific markets," he said.

However, F5's existing trio of distributors gave the move a lukewarm reception, with each talking up their skills around ARX.

Laura Harman, sales director at Avnet Technology Solutions, said: "With the integration of Bell, Avnet becomes the premier distributor for storage solutions in the UK, with an unrivalled portfolio of leading storage vendors. Avnet already provides the perfect channel environment within which F5 can grow their ARX business."

Dave Ellis, director of new technology and services at Computerlinks, said: "F5 is growing really well for us. We would have preferred it if they hadn't appointed a further distributor but we are still focused on taking them into new markets," he said.

Niall McGrane, general manager at Westcon Security said: "We are focusing on ARX and have developed a pipeline for it so we are confused as to why it needed another partner in that space."

David Park, F5's director of channel sales for UK, Ireland and South Africa, said VADition boasted strong presence with partners in the datacentre and storage arena.

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"F5's introduction of the UNITY program makes engaging with F5 very attractive to partners willing to invest in the relationship for a healthy return," he said.

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