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

Ambitious VADition to go pan-European

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

Doug Woodburn
 CRN, 04 May 2010

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."

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