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## VADition has bumper year

### The distributor is expecting to double figures by next year

Sara Yirrell , CRN 01 Aug 2008

Ambitious distributor VADition has turned over £7m in its first full year of trading and is expecting to almost double that figure next year.

The firm, set up by industry veterans Neil Ledger and Ian Morris last spring, works with vendors such as Aerohive, Isilon, Juniper and ConSentry. It prides itself on bringing disruptive technologies to market and is pushing the message of collaboration, social networking and Web 2.0 as its mantra.

Barrie Desmond, business development manager at VADition, said: "Our proposition is selling intuitive technology for managing mass collaboration and helping customers to reduce the costs of owning IT.

"Some of the technology we bring is new and radical, but we have hit a sweet spot."

VADition last week expanded its vendor stable by signing telecoms vendor Huawei for its enterprise storage portfolio. Both firms claimed the products would help VARs save enterprises between 30 and 50 per cent on operating expenses.

Simon Emery, channel manager at Huawei UK, said: "VADition has a tremendous reputation in disrupting common thinking and practices. The partnership is key to launching Huawei's storage portfolio to the UK enterprise market."

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