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VADition signs vendor deals

Vendor launches Intuitive Technology partnership

Sara Driscoll, **CRN** 14 May 2007

Distributor **VADition** has signed a slew of vendors on the back of its new strategy, which aims to take advantage of Web 2.0 technology.

The firm, which recently announced its recruitment drive and the appointment of Barrie Desmond as business development manager, has launched a strategy based around what it calls Intuitive Technology.

"We are seeing the Web 2.0 trend spiralling and we are trying to capture this from a technology and infrastructure point of view," Desmond said. "We are bringing in vendors that have intuitive technology and can help educate resellers on what the Web 2.0 environment is all about. Our strategy to encompass intuitive technology includes four prongs: secure, store, search and serve."

The distributor, which already has Isilon on board to cover the storage element of its strategy, has signed agreements with wireless switch vendor **Extricom** and security vendors **ConSentry** and **RedSeal**.

Steve Northedge, vice-president and general manager, EMEA at Extricom, said: "I'm aware of what [Neil Ledger and Ian Morris, co-founders of VADition] can do in terms of building the channel – they want to take differentiated products to market, they are not interested in me-too firms."

"VADition is a new organisation, but Neil and Ian have a significant track record working in the networking space. What VADition does is bring to us that networking skills base, which is important to broadening our distribution in the UK."

Alongside Extricom, which fits into the serve part of VADition's strategy, the firm has also signed ConSentry and RedSeal.

"ConSentry concentrates on Network Behaviour Anomalies, which helps firms assess employee behaviour," Desmond said. "RedSeal is an automated assessment tool that can tell what is on a network and therefore how vulnerable the network is."

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Desmond said more vendor signings, around directory services and Active Directory technology will be announced in June.

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