

<http://www.computingbusiness.co.uk/crn/news/2189767/vadition-signs-vendor-deals>

computing
BUSINESS
FOR IT LEADERS

> [Subscribe](#) | > [Update details](#)

[HOME](#) [NEWS](#) [AGENDA SETTERS](#) [LEADERSHIP](#) [BOARDROOM](#) [BEST PRACTICE](#)

[RSS](#) [PDA](#) News [Site map >](#)

Computing Business > News Print : Discuss : Send to friend : Search Jobs

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."

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

VADition gets set to recruit

All IT Careers and skills

RELATED CONTENT

Similar articles

- [More stories](#)


News centre

- [Latest news](#)
- [Agenda Setters](#)
- [Best Practice](#)
- [Boardroom](#)
- [Leadership](#)
- [News on your PDA](#)
- [XML RSS feeds](#)

More from CRN

- [Pirates winning UK software battle](#)
- [Patriot seeks resellers for UK market charge](#)
- [VARs must heed the IP call](#)

ADVERTISEMENT



Job zone

Job of the week

Related jobs

Search for a job

Try our [Advanced search](#)

<http://www.computingbusiness.co.uk/crn/news/2189767/vadition-signs-vendor-deals>

Tags: Communications

Like this story? Spread the news by clicking below:

 del.icio.us
  Digg this
  reddit!

Permalink for this story

READER COMMENTS

 Post your comment What is this?

MARKETPLACE

Supplier Showcase

Find and evaluate companies with a click

- Business Continuity
- Business Process Management
- CRM Solutions
- Computer Recycling
- Content Management Solutions
- Data Storage Solutions
- Document Management Solutions
- eCommerce Solutions
- ERP Solutions
- IT Consulting
- IT Finance & Leasing
- IT Security
- IT Solutions
- IT Support
- IT Training
- Managed Services
- Mobile Working
- Network Solutions
- Phone Systems & Services
- Public Relations
- Recruitment Agencies
- Software Solutions
- VoIP
- Web Conferencing
- Web Design
- Web Hosting

Sponsored links

-
-
-

JOBS

Designer – Service Provisioning and Activation

Bristol, South West England | Orange

The Role This is a key technical role in a demanding environment. As a member of a Design & Delivery team you will be working concurrently on a number of high profile projects at various... more >

Senior Service Delivery Designer

Bristol, South West England | Orange

The Role The Network Seamless Services team is at the heart of Orange's Vision of delivering seamless end to end services which focus on our customers needs and expectations and deliver the 'It Just Works'... more >

Service Support Officer

Brighton, England, United Kingdom | University of Brighton

Service Support Officer, Brighton, circa &#pound;18,500 to &#pound;20,500 In this post you will Design, develop, install and maintain networking infrastructure throughout the School of Computing, Mathematical and Information Sciences. You will provide a support service for... more >

SEO EXPERT

London, England, United Kingdom | Touch Local

SEO Expert, London, &#pound;30-40k The Company Touch Local (www.touchlocal.com) is the fastest growing online local directory and a business community in the UK. Currently it is the second largest online directory in the country per... more >

More jobs

Useful links: [About VNU](#) . [Privacy policy](#) . [Terms & conditions](#) . [Site map](#) . [Bookmark this site](#)

Business Technology websites:

Computing Business technology news, ecommerce, government, The Inquirer Technology, chips, memory, graphics, servers, security, business podcasting
Computing Business Agenda Setters, Leadership, Boardroom, Best Practice, webinars
CRN Channel news, distributor directory, business hardware reviews
hardware reviews
IT Week News for IT managers, podcast, blogs, expert comment, hardware reviews, white papers
vnunet.com Technology news, Silicon Valley Sleuth, blogs, forums, podcast, downloads

Jobs & Recruitment websites:

Accountancy Age Jobs Accountant jobs, jobs in finance, audit jobs, cima jobs, acca jobs, corporate finance jobs, management accounting jobs, finance director jobs, finance recruitment agency directory, Top 50 accountancy firms, accountant salary survey

<http://www.computingbusiness.co.uk/crn/news/2189767/vadition-signs-vendor-deals>

Computing Careers IT Jobs, Programmer jobs, Developer jobs, IT manager jobs, Project manager jobs, SAP jobs, Oracle Jobs, Java Jobs, IT recruitment agency directory, Top IT Employers in the UK 2007

Inquirer Jobs Software Engineer Jobs, firmware developer jobs, electronics engineer jobs

Other titles in the VNU Network:

Business & Finance websites: Accountancy Age . Best Practice . Financial Director . Management Consultancy

Consumer Technology websites: Active Home . Computeractive . Gizmodo . PC Magazine . PCW . WebActive . What PC?

VNU Business Media Europe territories: vnunet.fr . vnunet.de . vnunet.nl . vnunet.it . vnunet.be . vnunet.es

 **vnu business publications** © 1995-2007 All rights reserved

VNU Business Publications Ltd., 32-34 Broadwick Street, London, W1A 2HG, is a company registered in England and Wales with company number 01513633