



PRESS RELEASE

VADition Unveils 'Intuitive Technologies' to Tame the Digital Deluge

--Store, Secure, Search, Serve--

Farnham, Surrey, 9th May 2007 – VADition, the Value Adding Distributor today unveiled its strategy to deliver a new wave of emerging and advanced technologies to the UK channel. Based around its 'Intuitive Technologies' philosophy, VADition plans to build a portfolio of products and services that take away the complexities of IT infrastructures whilst at the same time enabling enhanced administration, assurance, access and availability of critical enterprise information and business applications. Through these 'Intuitive Technologies' resellers are able to meet the growing demands of their enterprise customers looking for an integrated approach to managing information overload and network complexity. Consequently this will enable resellers to achieve incremental professional services.

Businesses are embracing the Internet more than ever before to connect its employees, contractors and guests with the information and applications they require to deliver competitive advantage. Progressive organisations are adopting Web 2.0 inspired business models in the way they interface with their customers and the marketplace, generating even greater information volumes whilst at the same time demanding a more open and accessible infrastructure. Combine this with the impact of legislative compliance surrounding the security and storage of sensitive information and the continual threat from malicious attacks and enterprise IT managers are facing a growing dilemma between security and accessibility. VADition's 'Intuitive Technologies' strategy is aimed at overcoming this dilemma.

"We've seen a fundamental shift in the way that enterprises buy technology," commented Neil Ledger, co-founder and director at VADition. "The 'vertical' approach to selling technology around niche areas such as security, storage, networking, etc., is being usurped. In order for IT managers to align technology to business processes a more 'horizontal' approach is being demanded. The ability to integrate these emerging and advanced technologies to deliver a flexible information and application infrastructure is where the new 'value-add' lies. We believe our 'Intuitive Technologies' proposition will enable this value-add for our partners and help differentiate themselves in the market."

About VADition

VADition is a Value Adding Distributor introducing a new wave of technologies to their partners in the UK. These technologies, they describe as **'Intuitive Technologies'**, a range of Internet inspired platforms and services designed around simplifying increasingly complex and overloaded information infrastructures. The products chosen mirror the self-service behaviour of an increasingly IP savvy society - business and consumer. The characteristics of VADition's chosen vendor partners therefore must demonstrate a belief in new business models embraced within 'Web 2.0', and have designed their technology around 'Self Service' or simplification.

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