# MicroScope

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## THIS MONTH'S THEME IS CONSUMERISATION

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◆ THE MONTH IN IT ◆ OPINION ◆ LETTERS ◆ FIVE-MINUTE INTERVIEW ◆

**Dixons invests a further €10m to take 99% ownership of PIXmania**

Dixons Retail has bought out PIXmania's founders for €10m (£8m) in cash, taking its stake in the online retailer from 77% to 99%, with a further cash amount to be payable to shareholders should it be sold on again within the next two years. In a statement to the City, Dixons said the acquisition was in line with is strategy to "take the necessary actions to improve the performance of this strategically important business".

**Ingram Micro in, Avnet out as ShoreTel reassesses distribution**

Unified comms (UC) vendor Shore-Tel has made public details of a distribution reshuffle that will see it terminate its relationship with Avnet and add Ingram Micro to its roster. Earlier this year, ShoreTel conducted a distributor request for proposals with its existing line-up to decide which to take pan-EMEA. It has confirmed that it is to expand its UK relationship with ScanSource to Benelux, Austria, Germany and Switzerland. It will also add Ingram Micro.

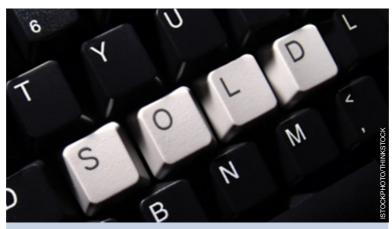**Microsoft steals a lead over Amazon and Google in the cloud**

Microsoft is gaining ground in the cloud market as demand for its Azure services outstrips those for alternatives from Amazon and Google. The trend started at the beginning of the year and carried through the second quarter, according to IT trends monitor Pearlfinders. When it came to a choice between Microsoft and Google, 71% of those quizzed by the market watcher chose Microsoft.

**Admiral merges with SilverBug to deliver managed services**

Admiral IT, along with two of its sister firms Admiral Network Infrastructure and Admiral Education Solutions, is to merge with outsourcer SilverBug to create a new managed services player. SilverBug specialises in the SME sector. The new firm, which will continue to trade as SilverBug, will hold accreditations from Cisco, Lenovo, Microsoft and VMware, among others.

**Computacenter increases dividend payment, but profits dip**

Computacenter has raised its interim shareholder dividend by 11.1%, despite a 9.7% slide in adjusted pre-tax profits in the first half of its financial year. The firm put the dip down to additional start-up costs associated with new contract wins, primarily in its German business. Sales at the services and solutions provider rose by 4.2% to £1.4bn, including acquisitions. Overall UK sales were up 5.7% to £578.2m.



ISTOCKPHOTO/THINKSTOCK

## Tech Data boosts enterprise distribution arm with SDG buy

Tech Data has swallowed up SCH's distribution business, SDG, in a deal valued at around £219m to augment its enterprise distribution unit, Azlan, and strengthen its wider broadline capabilities.

The deal, which sees the firm pick up SDG, IQ Sys and ISI in the UK, ETC and Best'Ware in France, and ETC in the Netherlands, will add over £1bn of sales to Tech Data's European revenues.

It also includes a supplier agreement, under which SCH will commit to making an incremental annual spend of £316m with Tech Data over the next five years.

SCH plans to plough the money from the sale into its solutions and services business SCC to target greater leverage among mid-market and public sector customers. It said the disposal of its broadline products, which represent about 40% of sales, would allow it to concentrate on higher-margin technology, including cloud computing.



ISTOCKPHOTO/THINKSTOCK

## Phoenix shares take a dive after discovery of hole in Servo accounts

Stock at services player Phoenix IT has slumped after it revealed on Monday that it had uncovered evidence of a deliberate accounts mis-statement at its mid-market managed services business Servo.

An unnamed manager at Servo's Leeds site has already been suspended pending an operational and business review of the areas affected.

It admitted that certain control processes within Servo's finance function were "repeatedly and deliberately circumvented".

Cleaning up the mess could cost it up to £14m on a post-tax basis, Phoenix said. This means that full-year earnings before interest, taxes, depreciation and amortisation to the end of March 2013 could be somewhere in the range of £38m to £44m, as opposed to the previously forecast figure of £48m.

**Kelway reports growth following cloud and Microsoft success**

Kelway reported a 17% rise in earnings before interest, taxes, depreciation and amortisation (Ebitda) for its fiscal 2012, along with a 35% uptick in topline sales as it felt the positive effects of the launch of its Service-Works cloud proposition and a recent upgrade to its Microsoft relationship. Kelway's sales hit £350m for the first time, while Ebitda hit £14.2m, marking its eighth consecutive year of double-digit revenue growth.

**Fujitsu to double channel-facing employees in Partner Centre**

Fujitsu has embarked on a recruitment drive with the intent of doubling the number of channel-facing personnel in its Partner Centre organisation. The firm has already taken on four full-time specialist reseller recruitment specialists to help it target new partner signings among mid-market and enterprise providers and independent software vendors (ISVs), after deciding to add 30 new resellers in this area.

**Apple partner Square to grow presence in audio-visual market**

Apple partner Square Group has bought into the audio-visual market with the purchase of sector specialist, Digital Vision AV. The Apple Premium Reseller, which has annual sales of about £27m, focuses extensively on the education and hospitality sectors and wants to speed up its own expansion into the audio-visual market.

**Stonesoft urges channel to exploit free AET tool**

Network security software specialist Stonesoft saw close to 2,000 downloads of its Evader Advanced Evasion Technique (AET) testing tool in the month following its launch, but said more needs to be done to tackle the growing AET threat and called on its channel to help. Stonesoft is identifying new AETs on a weekly basis, according to UK country manager Ash Patel, and "encourages resellers to use Evader as part of their kit bag".

**Veeam appoints evangelist to grow brand throughout Europe**

Virtualisation specialist Veeam has appointed an evangelist to work with the channel and grow the firm's brand across Europe. Hans De LeenHeer will mirror a role across EMEA that has already been established successfully in the US by Doug Hazelman, chief evangelist and vice-president of product strategy. De LeenHeer will drum up interest in the firm's products, as well as feeding back successful channel experiences to channel heads across Europe.

SIMON QUICKE **EDITOR'S COMMENT**

# The channel's role in the BYOD revolution

A couple of years ago, when the bring-your-own-device (BYOD) trend was just emerging as a mainstream concern, I attended an industry roundtable on the subject.

The focus was security and at one end of the table was a reseller and at the other a lawyer from a firm that specialised in the area. Both were asked the same question about how long it took to get a customer up and running with BYOD but the answers from the pair were at different ends of the spectrum.

The reseller said customers often expected them to get the management and security solutions up and running in a week or, ideally, over a weekend. The lawyer said that by the time it had taken the client through the legal minefield, it was between a year and eighteen months later.

They might have been dealing with different sized clients, but there was also a diverged approach to selling the BYOD concept, with one making it hap-

## "There are sales to be made when the customer is suffering from confusion and fear and that is true of BYOD"

pen quickly in the face of the reality of the situation and the other trying to control the process.

That difference in approach might explain why some customers have delayed formulating a BYOD response, as they try to take it slowly and avoid problems. But in the meantime, staff have come up with their own working practices and have been using their own devices regardless.

As this ezine shows, customers' doubts remain and there needs to be education, but there are plenty of opportunities for resellers.

Management and security are the two obvious areas where the channel can start pitching, but there are also infrastructure implications that will be of interest to networking players.

It's an old saying that there are sales to be made when the customer is suffering from confusion and fear and that is true of BYOD. Once solved there will be gains in efficiency to benefit employer and employee. The reasons for creating an environment where BYOD works are clear and the channel has a key role to play in making that happen. ■

If you would like details of forthcoming themes running in the *MicroScope* ezine, share your reaction to this one, or make any other contribution, e-mail me at squicke@techtarget.com

NICK BOOTH **OPINION**

# Cloud computing is all about perception

A "reputation manager" for a global software giant revealed some internal research to me recently. Or to be more accurate, I had a look at his briefs while he was outside on his mobile.

An audit of the firm's technical support revealed that users preferred blondes to brunettes when talking to technical support. How these men (it was a mostly male study group) would have known someone's hair colour from a phone conversation, I never found out. But we can conclude on thing from this: IT is mostly about perception.

One Israeli vendor, which sold a lot of hardware into the third world, always used to house its routers in gigantic boxes. As a marketing strategy, this proved to be a stroke of genius as the buyers were psychologically influenced and thought bigger must be better.

Conversely, the boss of a successful UK networking company always had to hide his vintage sports car when he visited clients in case he was perceived as too rich and too flash. He was, of course, but that would have damaged his sales prospects, especially among his public sector customers.

The cloud is currently suffering some terribly negative perceptions. This month an IT service provider reported how a client went into a blind panic when a cloud service was mooted. "How can a cloud store data?" was one of his queries. "What if the weather changes?" was another.

## "The boss of a successful UK networking company always had to hide his vintage sports car when he visited clients in case he was perceived as too rich and too flash"

Quite sensible queries, I would argue, because the cloud metaphor doesn't really stack up.

There needs to be a much more believable way to explain the benefits of virtual computing.

In the meantime, there are plenty of empty metal boxes that need a second use. There are millions of old fridges and giant TV sets that could be saved from the dump, re-purposed and made to look like they could be housing high-end software applications. These reassuringly large metal boxes would keep the clients happy, and they'd save us all a fortune on landfill costs. ■



GEORGE DOYLE/STOCKBYTE

BILLY MACINNES **OPINION**

# Bad news is no news for Samsung boss

I think you're going to like this one. It really does take the biscuit. According to reports in *The Korea Times,* cited on other websites, the chairman of Samsung was not briefed on the company's loss to Apple in a high-profile Californian court case until four days after the verdict. Now, I know California is supposed to be a pretty laid back place, but I didn't realise South Korea was too.

Let's just rewind at this point and remind ourselves that many of the patents at issue in the lawsuit involved smartphones and tablets. For those of you who haven't been paying attention for the past six or seven years, smartphones are primarily communication devices for talking to, messaging and emailing people wherever they might be in the world.

So a high-ranking Samsung executive sitting in a law court in California could, for instance, use the said device to call or send a text message or email to somebody in, perhaps, South Korea, to inform them of the verdict they have just heard the jury deliver.

One might expect that the chairman of a company such as Samsung would, in all likelihood, possess one of these smartphones, quite possibly one of those affected by the jury's verdict. You might expect him to be able to operate such a device so that, even if nobody bothered to call or send him a text or email, he could use the smartphone to check the verdict for himself. Unless he completely forgot the case was on and that the jury was deliberating its verdict of course.

Personally, if I was in Lee Kun-hee's position, I think I'd check at least once during the day. And you'd think there would be slightly more urgency on Samsung's behalf in reacting to the unfavourable verdict and that someone would have briefed the chairman.

According to an unnamed Samsung source quoted in *The Korea Times*, when Kun-hee was finally briefed on the verdict the following Tuesday (28 August), he "calmed down and slightly closed his eyes… but didn't say anything further". Your guess is as good as mine as to what his response signified. Personally, I think maybe he decided to sit back and wait for four days before delivering his own formal response to the briefing. ∎

NICK BOOTH **OPINION**

# Data is not big or clever – it is information pollution

Companies such as Oracle, Qlik, SAP, IBM and The Hambleton Group constantly bombard us with unstructured information that is really difficult to analyse. I'd love to follow their drift, but it's all over the place. The deluge comes in a blizzard of formats – voice calls, emails, IMs, Pokes, Tweets, Skypes, URLs, PDFs, Word docs, web conferences and, if we're lucky, a face-to-face conversation that will be converted into a shorthand squiggle.

All of these media are massive conduits for information, so the senders stuff them with as many words as possible. Words such as paradigm shift, unrivalled, world class, evolutionary, customer focused and best of breed are particularly popular. Popular, but totally meaningless.

It seems there is no limit to the amount of data they will chuck at you. Their job seems to be to bung it all in and expect you to make sense of it. It's like throwing a sinner a copy of *The Bible* and expecting them to find the relevant passage.

If, say, you're trying to research the affect of big data on telcos, you can be overwhelmed by wordy documents seemingly written in riddles. After far too long, given how simple this task should be, a pattern finally emerges from all this pointless guff. Buried among all these wasteful words are some gems of useful information which, once extracted and analysed, could be really valuable – because they tell you something you need to know.

The big data industry, these firms will have you believe, has created tools that can somehow wade through all the drivel that lands on a company's servers and find some useful insights into the human condition. Supposedly, they can program algorithms that analyse sentiment expressed by the buffoons who use Facebook, Twitter, Instagram, and every other type of social (and anti-social) media, and make commercial sense of them. If they could pull that off, they would deserve a Nobel prize. But I don't believe it for a second.

There has to be a simpler way of gaining insight. Maybe we should restrict the amount of information that's blasted into the atmosphere. There's a sort of information pollution going on. The branding industry is trying to steal all our most precious resources – our time, our memories, our concentration spans – and fill them up with ghastly marketing messages. A tax on tweeting might be a good idea. And maybe a ban on Facebook.

Then we should rationalise the way we deal with data. It should be instinctive. For example, there's a big trend for telcos and communications service providers to apply big data analytics to all the zillions of bites their photo, film and Facebook-obsessed punters clog up the networks with. They do this, apparently, to find the best insights into what customers want.

They shouldn't bother. If mobile operators really cared about their customers, they'd help us find the right tariffs for our system of use. Instead, as I found with Orange recently, they're more than happy to ignore you completely, right up to the minute you ask for your PAC code. Mobile operators should forget about customer insights, and just operate on the principle that every customer is about to leave them.

I've evolved my own efficient methods of dealing with the big data bombardment that takes place over a lunchtime briefing. Ignore it all, enjoy your meal, and only write down the bits that you can remember later. If it's important, it will stick.

If they can find a computer to operate on that principle, they'll have cracked it. We're living in a world of too much information. I have a rule for data: if it's big, it's not clever.

PS: There's no such company as The Hambleton Group, dear reader. I put that in to test your big data filtering skills. ∎



**We live in a world of too much information**

> "I've evolved my own efficient methods of dealing with the big data bombardment – ignore it all"

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LISTEN. LEARN. LEAD.

There are some questions in life to which the response "who cares?" is more than adequate. We can all think of a few. I'm sure. For example, any query concerning a cast member of *Geordie Shore* or *The Only Way Is Essex* could very plausibly be answered with those two words (or possibly two other words that would not feature in a business publication such as this).

The same response could be forthcoming if you asked someone using an Apple iPad or Samsung Galaxy at work whether their employer has a bring-your-own-device (BYOD) policy or what its BYOD solution looks like.

Why would they be bothered? All they care about is being able to use their device, not what is going on in the background to make it happen. The pressure to allow BYOD is being driven by the popularity of devices such as Apple's iPad and iPhone and Samsung's Galaxy Tab and Galaxy S smartphones, and that pressure is coming from those at the top of organisations, as well as those lower down the order.

### Pervasive personal devices

Steve Malone, CTO at Metadigm, predicts the pattern for BYOD usage is likely to follow that of the internet. "Initially, internet access was only supplied to those who needed it, but today every workstation has access. This is very much how BYOD is panning out."

Which is great if you are an employee anxious to use your own device for work, but it also means organisations need to have the infrastructure in place that can support those devices while maintaining the integrity of the business and its data. Employees might not need to care what the BYOD solution is, but there are certain elements that need to be in place for a successful implementation.

When it comes to introducing a BYOD strategy, a number of questions need to be addressed, according to Jim Down, head of pre-sales at Redstone: "What sort of increase in traffic will the customer experience when BYOD is implemented? What wireless points are required? Is the underlying structured cabling up to the job? Does the location have suitable internet connectivity to cope with the expected increase in demand? What impact will BYOD-related issues have on IT support? These are all questions resellers will need to anticipate and answer."

Dominic Wordsworth, product manager at ComputerLinks, says a typical BYOD solution consists of



PRESSUREUA/ISTOCKPHOTO

# Tools for BYOD success

**Billy MacInnes** considers the reseller role in helping organisations develop and deliver bring-your-own-device programmes that meet the requirements of employer and employee

technologies in three key areas: wireless infrastructure; application access; and comprehensive security. All are equally important, he argues, and omitting one could result in a weak BYOD strategy. "Channel partners need to offer each element in their portfolios so organisations have access to the full package straight away," says Wordsworth.

### Overwhelming options

Chris Gabriel, vice-president of solutions management at Logicalis Group, says BYOD is a deep stack, "from the physical device, the network and access layers, mobile device management, mobile application

management, and a range of other ancillary services".

And with such a big bandwagon, "there are lots of people hitching their horses to it". He believes customers are probably focusing on two areas at the moment: panic buying mobile device management (MDM) to lock down devices they want to give access to; and upgrading their wireless networks to support the emergence of a mass of new devices.

It is no surprise then that a lot of vendors are playing in the MDM space. "Gartner needed a bigger magic quadrant because there are so many entrants in this space," says Gabriel.

Metadigm's Malone says the market is confused from a customer perspective, in the same way that unified threat management (UTM) was a confused market five years ago. "There is a broad spectrum of vendors, all of which have jumped on the BYOD bandwagon and which claim they have a BYOD-specific solution," he says. "MDM, wireless, firewall, UTM, networks – vendors specific to all of these promote their own BYOD solutions."

Sean Remnant, CTO at Exclusive Networks, says the market is also confusing for resellers, where the problem is understanding the solutions that are available. "There are more than 65 vendors with BYOD 'solutions', and it's hard to see the wood for the trees," he says.

### Wi-Fi connection essential

One thing many people agree on is that reliable Wi-Fi is critical. "Without it, user productivity will plummet. Any solution will need to provide

> Mobile security can be an onerous task, as traditional security solutions can make mobile devices sluggish

**Terry Greer-King, Check Point: "VARs need to offer a simple, three-stage consulting process: audit, amnesty, add security"**

suitable infrastructure, namely high-performance wireless access points, to adequately meet demand. Scalability is key as organisations will want the ability to expand without limitation as more devices are granted access to the wireless network," warns Wordsworth at ComputerLinks.

Rene Hendrickse, vice-president of iPass EMEA, says BYOD can result in much higher cellular data charges for an enterprise if not managed correctly, so providing a Wi-Fi network to businesses is of high value, because it allows cost-effective global mobility to enterprises and employees.

"When employees have access to a global commercial Wi-Fi network, enterprises are exposed to less risk than unknown and unvalidated hotspots. Businesses can enhance their security as users maintain a secure connection to corporate data wherever they go, while still keeping roaming costs low," says Hendrickse.

## Access all applications

Access is another important area of a typical BYOD solution. Wordsworth says successful access to applications must be universal, regardless of the operating system they are being run on. This can be done virtually or through a browser. The cost of the virtual option can be prohibitive for smaller to medium-sized enterprises (SMEs), he says, so the channel needs to be ready to provide compromises which combine seamlessly to enable cross-platform access.

Unsurprisingly, given the products he is pitching, Kevin Bland, Citrix channel director UK, Ireland and South Africa, is keen to advance the argument for virtualisation, desktop virtualisation in particular, as "the enabler of any time, anywhere device capability" where companies can "instantly and securely deliver an

individual's complete desktop – including data, applications and personalisation – to any device" through on-demand desktops.

With more and more employees using their own devices (he quotes a Citrix Global Workshifting Index suggesting the number of people using personal laptops, tablets and home PCs for work will grow by 148% this year, and those using smartphones for the same purpose will increase by 249%), Bland says BYOD will become a game-changing force for the channel, forcing partners into the 'service provider' box where they have to provide 'as-a-service' solutions to remain a crucial and relevant link in the supply chain.

But John Campbell, alliance director at QlikTech, argues that a browser-based approach is better because it makes the IT team's life easier. This is important because when you are implementing a BYOD strategy, there is a requirement to make sure things do not become too complex for the IT department.

"Deploying browser-based solutions across an entire company is simple and fast – all anyone needs is access to a browser, no matter whether they are using their PC, laptop, smartphone or tablet," he says.

But Logicalis's Gabriel says it is critical to recognise that BYOD beauty will be in the eye of the beholder – so MDM, mobile application manage-

## BYOD can result in much higher cellular data charges for an enterprise if not managed correctly, so providing a Wi-Fi network is of high value

ment (MAM), wired and wireless infrastructure, and access control are all important, depending on what BYOD means to you.
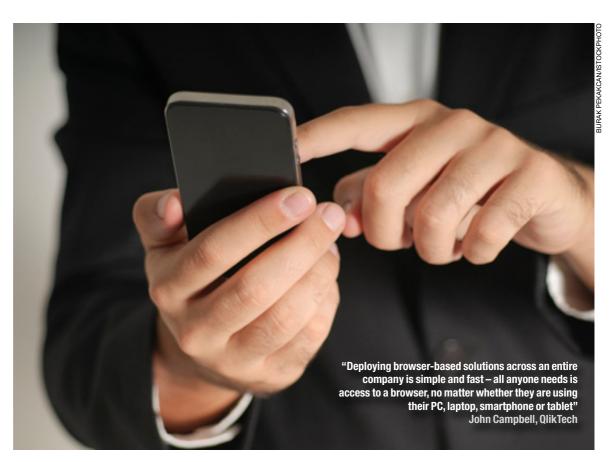
### Security considerations

One area that gets a lot of attention in any BYOD solution is security, because adding devices which operate outside the enterprise security environment is bound to increase the risk of data breaches. But Wordsworth admits mobile security can be an onerous task, as traditional security solutions can make mobile devices sluggish. He suggests resellers have a mobile device management solution in their portfolio that quickly locks down and secures all enterprise mobile devices, while at the same time placing them into regulatory compliance.

Terry Greer-King, UK managing director of Check Point, says BYOD requires a large amount of planning, management and investment in software to make it secure. "The device

may have been free, but the security certainly isn't. The business still needs to have a process for applying security, needs to deploy security software, and needs to audit the usage and security of those devices," he says.

Greer-King cites a Check Point survey from November last year, which found 61% of IT managers and administrators reported employees were already using personal devices for work (either a personal tablet, phone or laptop), but 42% of them had no formal process for deploying security to those devices. The lack of process is where the problem lies and where the opportunity exists for value-added resellers (VARs) to help organisations resolve the problem. "The solution that VARs need to offer is a simple, three-stage consulting process: audit, amnesty, add security," he says.

Companies need to find out what devices are being used to handle corporate data (audit), tell the users of those devices they have a short period to have security added (amnesty),

**"Deploying browser-based solutions across an entire company is simple and fast – all anyone needs is access to a browser, no matter whether they are using their PC, laptop, smartphone or tablet"**
**John Campbell, QlikTech**

then get the IT team to add the security. "This 'Three As' approach will help to make BYOD as risk-free as possible," says Greer-King.

iPass's Hendrickse says IT departments need to understand the importance of enabling devices to be brought onto the network: "Registration allows devices to be identified and user credentials validated in a way that allows IT managers to differentiate and control network and data access privileges. This also ensures employees have the right knowledge, skills and behaviours for ensuring the security of devices, and ultimately company data. Being able to onboard devices is a critical step for securing against data loss and keeping mobile costs down – the two primary concerns of most BYOD customers."

Steve Levy, CEO at Verivo Software, believes another way of delivering security in a BYOD environment should be to share data via enterprise mobile apps that are secured at the application level.

"Apps give employees secure access to data and prevent users from sharing the information with others, while enforcing user authentication and authorisation levels," he says. "App-level security also enables businesses to remotely wipe data if a device is lost or stolen, while leaving personal information intact."

### Cloud delivery

The cloud is another core technology for a BYOD strategy, according to Rich Phillips, UK and Ireland channel director at SAP. "Individuals have become increasingly demanding; with the desire to not only have a single device to fulfil both work and personal requirements, but also to work in a flexible and mobile environment," he says. "Cloud technologies allow the workforce to tap into business networks and increase working efficiencies regardless of location."

Intriguingly, SAP is the world's second largest buyer of iPads, having deployed 14,000 internally, with plans to increase that figure to 22,000. "Through internal adoption of a BYOD strategy, SAP is able to understand the impact of mobility on the workplace and deliver this knowledge to the market through innovative products," says Phillips.



POBA/ISTOCKPHOTO

**"Cloud technologies allow the workforce to tap into business networks and increase working efficiencies regardless of location"**
**Rich Phillips, SAP**

The company even has its own SAP Genius Bar which acts as the go-to place for support and also "socialises the IT department".

Phillips claims that SAP recognises – and has insight into – new mobile devices and the challenges each device represents to business infrastructure when implementing a BYOD policy. "This knowledge and expertise is easily shared through channel partners to reach customers and make the BYOD transition smoother, while highlighting potential pitfalls and how they can be overcome," he says.

### Building a BYOD policy

Sanjay Castelino, vice-president at SolarWinds, says that while a good BYOD solution offers employees improved connectivity and allows them to work with more user-friendly personal devices, the typical BYOD solution currently employed is more reactive. "Many IT professionals don't know how much support they should provide on personal mobile devices. They are still trying to build the boat while sailing it, and are learning every day what the implications of BYOD are to their corporate networks," he says.

Describing BYOD as "the ultimate

combination of business and technology working as one – the ultimate as-a-service", Logicalis's Gabriel says the technology is secondary to the experience in BYOD.

"The channel has to become the master of experience – and that means an ever greater focus on the seamless deployment of solutions," he says, adding that it has "a huge role to play" if it can become the enabler for a fantastic customer experience and hide the complexity of the underlying technology.

Gabriel warns that the channel must recognise it is not being compared with other channel partners, but with service providers in this space: "If you engineer clunky solutions and ignore the consumer power of the user, perhaps you shouldn't be in the BYOD space in the first place."

Bob Croll is business development manager at Equanet, which has invested two years of effort in creating a suite of products and services to assist enterprises and SMEs in adopting a BYOD strategy. It has relationships with Airwatch for MDM, Citrix to deliver virtual desktop infrastructure (VDI) access, Huddle for cloud hosting, Meeraki for wireless networks, as well as Microsoft, HP, F5 and others.

Like Bland and Gabriel, Croll says BYOD could have far-reaching consequences for the relationships channel partners have with their customers. "Equanet believes the relationship going forward is less between the user and the CIO's office or systems integrator for support, and more towards the user and the channel partner or reseller," he says.

This helps the business cut out a layer of unnecessary expense. "With direct client access to company data and security removed from the user device to a central policy set, the user device becomes an issue of availability rather than configuration and is easily managed by the channel partner directly with the user," adds Croll.
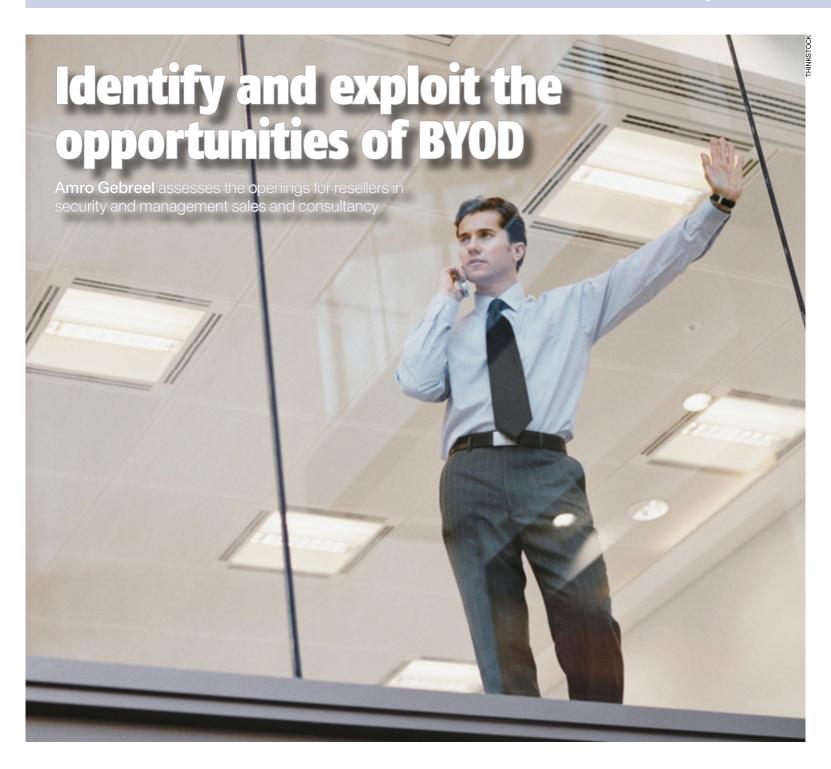
Despite all the talk of the different technology required to implement a BYOD solution, Gabriel believes the most important 'technology' in BYOD mobility is not going to be a technology at all. "What will make BYOD a business differentiator is working out how it can change your organisation for the better," he says. "Users want to work smarter because they know they can, so the technology that makes this happen (without them knowing it is a technology) will be the most important." ■

## BYOD could have far-reaching consequences for relationships between channel partners and their customers

# Identify and exploit the opportunities of BYOD

**Amro Gebreel** assesses the openings for resellers in security and management sales and consultancy

THINKSTOCK

**W**hether you embrace it or try to restrict it, the bring your own device (BYOD) trend is not only unstoppable but looks set to change the hardware landscape in the enterprise world permanently.

On the face of it the BYOD headaches for customers – including hardware choices, security and management – are a list of opportunities for resellers. Ask the great and the good in the channel what they think the channel should be pitching and there are plenty of answers.

Start with security. It is one of the first things that customers will think of when they come to think about the consequences of BYOD.

### BYOD security concerns

Allowing more flexible access to the network and data is not something that sits easily with most administrators and for most it's the data protection aspect that causes them to block adoption of people bringing their own kit into work.

Terry Greer-King, UK managing director at Check Point, spells out a three-step process companies should undertake to secure corporate IT in the face of the BYOD trend: Audit, amnesty, and adding security.

"Firstly, companies need to find out exactly what devices are being used to handle corporate data with the audit and VARs can help with this," said Greer-King.

"Then they tell the users of those devices they've got a week to bring the device in to have security added, at the 'amnesty' stage.

"Finally, IT teams should add security to the devices, using solutions from the VAR.

"The main solutions to offer here are: secure VPN capability, which can be provisioned at the network gateway, and users can then download the appropriate Apple/Android/ Windows/Symbian app to secure their device's access."

But there remain other considerations, such as the need to encrypt data on every device and deploy remote-lock and -wipe capability.

The security extends beyond the hardware, with implications for the network. Resellers should exploit the chance to engage customers about constructing policies embracing a great deal more than just the protection around the device.

"It's not just malware and the threat of hackers and cyber criminals that pose a problem nowadays," says Andy Jacques, general manager »

« UK, at Good Technology. "Social media sites accessed via mobile devices can introduce previously unforeseen risks, as well as clicking on malware-infected apps or links. Users also create their own risks and phones that get lost and devices that get stolen, broken or simply dropped pose the greatest security risk to businesses.

"Ultimately it's a question of control when allowing employees to use their own devices for work. Resellers need to advise customers on the best approach to ensure personal mobile devices are as safe as those owned and controlled by the company.

"IT efforts must focus on protecting the data and not just the device, this should be at the heart of every BYOD strategy."

### Address management needs

As well as security, there are also opportunities on the management side and resellers will have the opportunity to pitch products that can help administrators control an ever-widening hardware estate.

Vineet Jain, CEO of Egnyte, says that, once the management side of the equation is dealt with, customers can take advantage of the flexibility and savings BYOD can offer.

"To effectively implement a BYOD strategy, you need a combination of mobile device management solution, mobile application management solution and/or a mobile file management solution," Jain says.

Owen Cole, EMEA vice-president at ExtraHop Networks, says that, although BYOD offers many advantages, they come with challenges – the main one being to monitor and manage many devices remotely.

"Organisations will need to adjust how they manage devices and applications to accommodate BYOD and cannot rely on management or monitoring software installed on client devices because of a lack of access to the device and the growing variety of device types," says Cole.

"Most organisations enabling BYOD are focused on security and mobile device management, and with good reason."

### A fresh approach

"However, as BYOD initiatives mature, users and business stakeholders will demand that application performance on these mobile devices is consistently robust, therefore a network-based application performance management solution will be essential for monitoring and managing mobile application performance."

Cole argues that sticking with traditional tools is not an option for most customers.

"Resellers should look for new approaches to monitoring performance that do not rely on software agents installed on client devices," says Cole.

"These traditional tools may have worked well when employees' devices were owned and managed by the company, but with BYOD there are too many devices and types of devices for these tools to be practical."

Glyn Owen, portfolio manager at Damovo UK, lists the functions a mobile device management tool needs to provide: "Features such as 'over the air' updates, data encryption and remote data wiping, which provide greater peace of mind that the workforces' mobile devices are secure."

"There is also the opportunity for resellers to work with their customers to develop corporate application stores, which restrict employee downloads to software that has been checked and approved by the IT department. This prevents fraudsters using this latest backdoor to sneak onto the corporate network."

The phrase used by Kevin Bland, channel director UK, Ireland and South Africa at Citrix, is "follow-me-data". He advises resellers to sell a solution that focuses on protecting and optimising information.

"Desktop virtualisation solutions will also remain the bread and butter of any BYOD offering being sold by the channel," says Bland.

"Through on-demand desktops, businesses will be able to instantly and securely deliver an individual's desktop – data, applications and personalisations included – to any personal device, providing a consistent and seamless user experience that upholds productivity."

"Any BYOD offering must also take into account the 'follow-me-data' trend. As more employees sign up to online data storage services with little hesitation, businesses will need solutions that are agile, flexible and secure. The challenge for resellers will be to offer solutions that allow the user enough flexibility to access up-to-date data and associated applications as and when needed, without the IT department relinquishing control of how and where the data is stored," he adds.

There are other options as well with Adam Davison, vice-president of EMEA at Exinda, flying the flag for WAN optimisation.

"For resellers, the BYOD trend has become something they need to have a solution set for, and I don't just mean mobile device management and security. I am also talking about WAN optimisation, or more specifically an application performance assurance solution," says Davison.

"Next-generation WAN optimisa-

tion and application performance assurance solutions allow organisations to see, control, accelerate and optimise traffic on the network.

"By enabling network managers to see every device and application traversing the network, who the users are, and how much bandwidth is being consumed, trends and issues can be quickly identified and policies applied to control, accelerate or optimise users and their applications."

### BYO – what?

There also needs to be a mention of the actual phones themselves with Daniel Fuller-Smith, sales manager for Toshiba's Business Communications Division, points out there are some opportunities for the channel there as well.

"Resellers can appeal to an increasing BYOD culture with a range of recommendations. For example, a fixed mobile convergence service can be presented for employees to use their smartphone as an extension of an existing telephone system," he says.

"Resellers should study the inner workings of a company to provide them with real life examples of how this can benefit them during their day-to-day operation.

"The BYOD trend gives today's resellers a range of opportunities to both educate and sell.

"After all, if a business feels it is protected from any of the risks associated with BYOD, what company could refuse the chance to have an employee always within reach of their client or colleagues and reduce costs by no longer having to provide people with a company mobile?"

### Benefits of flexibility

Aside from the chance to sell security and management tools, the other key element of any BYOD pitch should include the benefits of allowing greater workforce flexibility in the first place.

According to a recent survey carried out by Dell SonicWALL and YouGov, 21% of senior decision makers in large companies cite productiv-

ity advantages and 43 per cent cited increased job satisfaction as key benefits of BYOD.

"BYOD can be a business enabler, making businesses more agile, productive and competitive. The key lies in educating staff and using the right technology," says Florian Malecki, Dell SonicWALL EMEA senior product marketing manager.

"To make sure businesses get the best out of their BYOD implementations they should: Accept there are real business benefits for BYOD – happy employees mean companies are more productive; achieve a balance between security and performance – too often, businesses deploy security solutions that focus on gaining control and blocking access but there needs to be a balance; deploy security tools fitting for business size; plan for issues such as data loss and put solutions in place before problems happen; and put policies and training sessions in place so employees are aware of risks."

The BYOD horse has well and truly bolted but many organisations are still frightened about the consequences and trying to lock down staff. Resellers face a tremendous opportunity to provide an answer to these problems.

Armed with knowledge about security and the right management tools, they can take a customer through the minefield and into a position where they can reap the positive benefits of allowing staff to bring their own devices to work.

To differentiate their BYOD offering from that of competitors, resellers should provide an end-to-end, value-added solution that allows businesses to consumerise existing IT offerings for their staff.

"This will involve meeting demand for different devices with a variety of options for users to choose from, as well as acting as trusted advisors through the identification of the business' needs and requirements, platform and architecture definition and subsequent roll-out," concludes Bland at Citrix. ■

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# Secure the best product portfolio

Resellers which fail to invest time and effort to ensure they are selling the most advanced security technologies are putting both their own reputation and clients' data at risk. **Amro Gebreel** reports



When selecting a vendor or product, many resellers simply make an appraisal of a product they want to sell, narrow down the possible options before picking a vendor to carry, and then stick with that supplier for many years. Until things go wrong, the phrase 'if it ain't broke, why fix it?' suitably encapsulates many channel relationships.

But there are reasons to re-evaluate the status quo, particularly for those resellers which operate in the world of security. Broadly, there have been two main developments in the past couple of years that mean long-standing relationships should now be looked at.

The first is the wave of consolidation that has hit the industry, with most vendors having grown their portfolio as a result of decent home-grown research and development, combined with acquisition.

This has put many resellers in a position of selling one piece of an ever-expanding jigsaw, leaving them on the fringes of a potential solution sale and preventing them from gaining extra revenue by selling more of the portfolio. This is particularly the case for partners which have long-standing ties with the vendor that is acquired. It should mean opportunities for those that embrace the changes.

The second factor is the changing threat landscape. Security tools now have to be able to react to more sophisticated attacks, and next-generation versions of most technology have been developed as anti-virus and firewalls start to meet the challenges of an increasingly web-based workplace.

Sticking with a vendor that has, on the face of it, been busy keeping the marketing mails coming and sending the invites for corporate regional events might be tempting, but if they are selling first-generation products unable to react to the current situation, then it could be a mistake with serious repercussions on the bottom line.

## A wise reseller will make the time to ensure it can make the right choices for its own business and its customers

### Make time to take control

The risks of opting to stick with old technology seem to be fairly clear, but there are reasons why resellers could end up in that position. There is, of course, human nature. Most of us are risk averse, and change falls into the 'risk' category, so there could well be reluctance to make moves to revise the product list for that reason. In addition, with so much competition for reseller attention, there is bound to be some confusion.

If things seem to be going okay, then understandably it is going to be hard to put aside the time and effort to look at relationships when there are always fires to fight elsewhere. But this is about making an investment in the business, and a wise reseller will make the time to ensure they can make the right choices for themselves and their customers.

Resellers need to be mindful of their customers, of course, but they must not forget that they are themselves a buyer of goods and services and can have some control over relationships with vendors.

### Security expertise

"Resellers are faced with the same challenges as their customers when deciding on the best vendors and products on the market. However, a reseller stands to lose out more if it is not able to recommend the latest technology in line with upcoming trends and emerging cyber threats – its credibility can be damaged in the long term.

Indeed, the demand for resellers to be ahead of the game is greater than ever, particularly with regard to security products as cyber attacks become increasingly sophisticated," says Nick Baglin, vice-president of sales EMEA at Cyber-Ark.

"To offer the best advice to their customers, resellers should be taking a holistic view of all the threats a user could potentially face. They must also be able to offer experience and opinion on the best solutions available to defend against potential breaches. For ultimately, if one particular reseller is not able to provide up-to-date, reliable advice which is tailored to the needs of individual customers, there will be a queue of competitors waiting to fill the void," he warns.

The pitch that Baglin recommends

## The value of unified threat management to SMEs

The idea of the unified threat management (UTM) device has been around for a few years, but there have been major shifts in the security landscape in the gap between the appliances hitting the mass market and the role they could be expected to play today.

During that period, the web has grown as a source of malware and malicious code and the rise of flexible working has put an ever-greater strain on perimeter defences. As a result, those vendors that are determined to keep UTM relevant and robust have made huge efforts to expand the capability of their products, offering greater depth in functions.

Chris Pace, UTM specialist at Sophos, points to the particular value of UTM to small and medium-sized enterprises (SMEs), in that it provides a single, easy-to-manage product that will cover all their security needs, from endpoint, web and email, to mobile and network security.

"We keep hearing how important it is for companies to take a layered approach to security. Today, larger companies generally have a much better appreciation of this, but SMEs require just the same level of protection as an enterprise – they just have less resource to manage it," he says.

Ian Kilpatrick, chairman of Wick Hill, provides a plotted history, as well as an illustration of the risks of opting to stand still.

"To get some idea of the rate of change in security solutions, UTM was first defined in 2004. By 2007, this market was worth $1.2bn worldwide. Some 35% compound growth since then has confirmed that multi-function security appliances are a key security component for organisations, with increased migration to this platform from SMEs through to enterprises," he says.

"Growth in functionality and security needs, however, have led to the development of security devices capable of meeting IDC's definition of xtensible threat management (XTM), which lies beyond UTM," adds Kilpatrick.

"This is a market sector with over 40% compound growth expectations. Alongside this, the price points performance metrics for deployment and management of XTM appliances continue to improve over UTM appliances," he says. "So for the channel to be competitive and deliver the security that customers need, [it must be recognised that] sometimes the original choices have not kept pace with where the market is.

"We have seen many suppliers drop behind in the security innovation curve. They can miss out on new developments such as VoIP security, quality of service, reputation-enabled defences, and of course increased performance, as networks come under increased traffic load," says Kilpatrick.

"Implementing a fragmented security solution can be time-intensive and costly, as well as risky for the reseller and customer, so resellers need to research the market to find something that is truly tailored to provide complete security. It's particularly important to bear this in mind if the customer's key requirement is for a system that is both easy to deploy and easy to manage," he adds.

### Unified threat management
UTM is a crucial example (*see box*) because it not only reveals the risks of failing to monitor the changing trends in the landscape, but with managed security services emerging it could be the key to unlocking more revenue from customers.

"The growing sophistication of UTM solutions and the trend towards outsourcing IT security makes the role of the channel even more important in implementing holistic security strategies. This represents a huge opportunity for resellers to add value and generate ongoing revenue, but makes finding the correct security solution with a supportive vendor even more important," says Bartholomew.

### Choosing a vendor
Finding the right vendor is mainly a question of putting some effort into researching both the solutions available and the support that is offered to partners. The web is a great place to start, as is looking at what the competition is doing. Working out which vendors have made the efforts to invest in keeping up with the market is also something that surfing the analyst sites with their magic quadrants and top ten lists should make clearer.

"To make the right choice, resellers can get an overview

## "To offer the best advice to customers, resellers should be taking a holistic view of all threats a user could face"

resellers should make involves suggesting a combination of existing and emerging security products able to provide protection against next-generation cyber threats.

### Layered security
"The threat landscape is evolving at a rapid pace, and as such, it is important for resellers to re-evaluate the market every two to three years to ensure that they sell products that can protect their customers from the latest vulnerabilities," says Ash Patel, UK and Ireland country manager at Stonesoft.

He says resellers should also be advising customers to take a layered approach to security that covers everything from the network down to the desktop level: "If resellers stick with one solution, there is a greater possibility that more advanced malware and viruses are not being caught."

The crucial word here is 'layered', and the chances are that those selling inadequate protection will be using point products that are well

past their use-by date and will not yet have got to the stage of being able to build solutions for customers, or sell appliances such as unified threat management (UTM).

"Taking a layered approach to security is more important today than it has ever been. It is therefore critical that resellers choose solutions which have been specifically designed to work together to ensure there are no security holes. Just because a vendor provides a range of point solutions does not automatically cover all bases," says Jonathan Bartholomew, UK channel sales manager at Sophos.

DNY59/ISTOCKPHOTO

**Coverage of high-profile data leaks and hacks will have provoked customers to think about how well their security supplier is serving them**

of a vendor's technology from data-sheets and whitepapers. Then they can perform evaluations," says Florian Malecki, Dell SonicWall EMEA senior product marketing manager.

"They should also consider third-party reviews from trusted analysts, such as Gartner's UTM Magic Quadrant; reports by review labs, such as NSS Labs' NGFW report and ICSA Labs' NGFW certifications; and independent product reviews from UK-based (or other) publications. They can also look at a vendor's market share and customer case studies. This is all relevant from a technology perspective," she says.

"But they also need to look at the business aspect of the vendor – partner programme, financial stability (start-up, declining vendor, growing vendor, experience in the market, etc), post-technical support capabilities (24x7, 7/7, or 8x5 only), and sales and pre-sales support to help resellers with positioning the most relevant solution(s) to meet customers' requirements," adds Malecki.

**The customer agenda**

But if even the technological reasons and the risks of competitive pressure fail to make a reseller change its mind that things need reviewing, the customer might have other ideas. Widescale coverage of high-profile data leaks, hacks and general security problems means

that most customers will have been provoked to think about just how well their current security supplier is serving them.

"Security is high on the agenda

for many organisations, but the mindset is changing," says Wayne Gratton, SolutionsPath Business Development Director EMEA at Avnet Technology Solutions.

"There's a move away from focusing on perimeter defences towards delivering more comprehensive security policies and infrastructure. We're seeing a lot of security integration with converged systems and enterprise mobility to address BYOD, for example. This changing landscape makes technology alliances a key consideration," he says.

"To minimise risk they need to consider whether they have the right existing portfolio to meet the needs of the modern enterprise. Only then can they make informed investment decisions to fill the gaps in their offerings and deliver true value to the vendor," he advises.

This is a two-way relationship. Resellers that are plodding along probably are not adding the value that vendors are looking for. The status quo can be harmful for all those involved in the supply chain if it is not the right relationship.

Resellers keen to keep on top of the security business would be wise to invest some time and effort in reviewing the products they sell and ensuring that they are delivering the best possible solution to protect their customers. ∎



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## Keeping up with security threats

A great example of how resellers should be keeping on top of the ever-changing security landscape can be found looking at Complete IT Systems.

The Bradford-based reseller's security team is tasked with keeping an eye on the trends in the market and vendor responses to the latest threats.

Neil Peacock, who heads up the security unit, says it is crucial that the team is able to check that solutions have been adapted to cope with the latest threats, otherwise the customer is at risk and the reseller could find its reputation damaged. "If the vendor is not keeping up, then we have to look at the ones that are," he says.

Peacock points out that it is not just functionality that is important: "We are selling into the SME sector, and organisations of that size need something that is easy to deploy."

The reseller has chosen to work with Sophos on the security front, for several reasons. Primarily, the vendor's UTM 9 product offers the simplicity on the management front that SMEs like, but also manages to provide the full functionality needed to fend off complex attacks.

It is not just about the unified threat management (UTM) solution however, but also the communication Sophos has with channel partners about developments in the market.

"There is a really good news feed from Sophos, and it is a primary source for resellers, which can get information about developments in the labs," says Peacock.

For the reseller, which started in 2007 with just the two founders before growing to its present 40 staff, and is Yorkshire's Fastest Growing Medium-Sized Business for 2012, the investment it makes in keeping on top of the security market is something it sells on, making sure customers appreciate the efforts it puts into ensuring they are being sold the best solution.

> "We're seeing a lot of security integration with converged systems and enterprise mobility to address BYOD"

## more online

## READERS' LETTERS

### BYOD presents opportunity for resellers as educational partners

Rob Smith, director, market development, MDS

Further to the article on bring-your-own-device (BYOD) policies, *BYOD driving wedge between staff and IT department*, there is a very real and important role the channel needs to play when it comes to educating communications service providers (CSPs) about the demands for BYOD from IT professionals.

MDS research into the trend found that 71% of users believe CSPs could do more to support enterprises' appetite for using personal devices in the workplace.

The findings continue to highlight the disparity between how businesses adopt BYOD policies, and the resultant problems in transparency, productivity and cost-planning that CSPs must address to ensure smooth deployment of these services.

This provides an excellent opportunity for the channel, which finds itself uniquely placed to educate and inform both CSPs and enterprises about the real benefits of BYOD policies, and how they can work concurrently to ensure that communication services are appropriately agile and accountable.

The channel can position itself as a valued partner in this continually developing relationship, and act as the central figure to ensure the benefits of BYOD are mutually achieved for CSPs and the enterprise.

### Firms must look beyond regulation to secure data in the digital age

Gary Calcott, technical marketing manager, Progress Software

The European Union's proposed European Data Protection Regulation highlights that the previous directive is no longer fit for purpose. However, while the efforts to protect the personal data and online rights of citizens are to be applauded, this new regulation will almost certainly suffer from the same problems as its predecessor, within a very short space of time.

In the digital age, the collection and storage of personal information are essential. Data is used by all busi-

## Attempting to bolt on security as an afterthought will often fall short of the mark

### Government needs SME innovators

Mark Colonnese, director, Aquarium Software

National news has yet again drawn our attention to the government spending huge amounts of public money on IT contracts where the costs spiral out of control. This time the contract in the spotlight is that of Atos to carry out medical assessments for benefits claims.

There are numerous previous examples of taxpayers' money being squandered on undeliverable IT projects, while SME innovators are often overlooked.

Whatever the ins and outs of the Atos deal, the technology to track claims and give quality, timely information to the client (in this case the Department for Work and Pensions) is already available and can be reliably procured at a tiny fraction of the cost of the £112m reported. The fact that an additional £60m has been reportedly spent on appeals due to flaws in the existing system simply beggars belief.

Successive governments have fallen into the same trap of purchasing systems from massive organisations, because in their eyes, "big means safe". Purchasing in this way might give you some comfort that the organisation is unlikely to go bust (an argument which has been severely weakened in the face of successive financial and economic crises), yet the real question for government should be "could we get better, for a lot less money?" The answer is undoubtedly "yes".

nesses, and the transfer of that data between countries has become an important factor in daily life. There are no borders online, and cloud computing means data may be sent from Berlin to be processed in Boston and stored in Bangalore.

Technology moves and evolves too fast to be regulated within the strict limits of the law. We have seen with recent cases involving social media, for which existing laws – that are only tangentially related to the case at hand – are crowbarred into service.

EU data protection rules aim to provide the right to data protection, as well as the free flow of data. But trying to enforce this by setting rules and penalties around data loss is very much closing the stable door after the horse has bolted. Although these checks are necessary, they should be combined with education and best practice.

Companies looking at complying with this regulation need to take a deeper look at the root cause of data loss – namely maintaining control of

their data – particularly when it comes to applications deployed in the cloud. The challenge for organisations lies not in compliance with these regulations, but in ensuring that cloud clients in every industry are able to maintain that data control.

When security is a key focus of running services in the cloud, building and implementing secure, risk-free applications that are fully compliant and protect data can be done efficiently and quickly. Attempting to bolt on security as an afterthought will often fall short of the mark and can be even more time-intensive, particularly when it comes to later maintenance. It is also important to remember that it is not only customer data at risk. Organisations store all types of information and intellectual property that needs to be protected from hackers and internal misuse.

If secure application management is integrated with tools such as advanced encryption to protect data at rest, the result is an entire ecosystem that is inherently compliant,

rather than through an increasingly complex series of patch jobs. As such, organisations opting to use the cloud need to ensure that aspects such as security, datacentre locations, multi-tenancy and complete data removal auditability form part of the contractual obligations, alongside current service level agreements such as accessibility, back-up and cost.

In closing, the right to the protection of our personal data is fundamental and these regulations are a clear recognition of that fact. But trying to regulate such a fast-moving sector through a set of rules that purely govern outcomes is simply not feasible as they are rendered out of date almost as soon as they are written. Rather, this is a journey, not a fire-and-forget exercise, and it is up to each stakeholder in the process to incorporate secure management at the heart of everything they do and every service they provide. ■

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**FIVE-MINUTE INTERVIEW**

# David Ball
# GFI Software

*MicroScope* puts its questions to David Ball, channel marketing director at GFI Software

**Tell us what you do for a living.**
I am the channel marketing director at GFI Software

**Why are you the right person for this job?**
Because I cannot imagine doing anything else.

**What gets you up in the morning?**
There's always something. A few years ago, I'd have said the toddler, but he's all grown up now. GFI is fast-paced, so I like to be at my desk early.

**What advice would you give to someone starting out today in IT?**
Come on in. IT is a totally credible industry to be in.

**Who helped you get to where you are today?**
It would be totally remiss of me not say my mum – to this day I still quote her. My good lady partner is a big support too. Finally, there is not a boss that I have

ever worked for that I have not learned something from.

**What is the best or worst business advice you have received and from whom?**
Best advice: Listen.
Worst advice: don't listen.

**What's running on your smartphone?**
I like to track the football, so I have a footie app that I like. I'm also quite into a game called *Logos Quiz* where you have to identify well-known logos. Ideal game for a marketing dude, eh? (I only have one more level and I'll complete it.)

**What does the next five years hold for the channel?**
Conditions surrounding the channel have been changing for decades and continue to do so. I remember delivering 10 IBM PCs to a customer and installing 10 copies of WordStar, one on each – that was more than 20 years ago. Today that would be a completely different

> "I can't resist coffee – I even have multiple loyalty cards"

experience for the reseller because the software could be local, networked or in the cloud and the user could install it all themselves, or ask their VAR to assist, so there are far more variables. The only constant is change, and channel partners need to embrace that and stay ahead of it.

**Tell us something most people do not know about you**
My first job was washing dirty buckets with a hose pipe outside in the pouring rain for 22 pence an hour. I was 13 – now that was a bad business decision!

**What goal do you have to achieve before you die, and why?**
Seeing my son graduate. As you get older your goals shift.

**What would you choose as your Desert Island MP3s?**
Anything from Anita Baker.

**What is the best book you have ever read?**
The last book you read should always be a good one. However, many years ago, when I was in my late teens, I read a book titled *The Making of the Micro,* which was about the history of computer development. Sounds geeky, I know, but it's actually the starting point of how I got into IT.

**And the worst film you have ever seen?**
I saw *Chronicle* a few weeks back. It's about a bunch of teenagers who learned to fly around Seattle – not for me.

**What temptation can you not resist?**
Coffee lately – I even have multiple loyalty cards.

**What was your first car and how does it compare with what you drive now?**
I had a van, and not a very big one – it was Vauxhall Chevette van, which I named Chevan. There is no comparison to what I drive now…

**Who would you least like to be stuck in a lift with? Why, what did they do?**
Too many marketeers in a lift would not be good – we'd run out of oxygen.

**If you could be any animal for a day, what would you be and why?**
A lion. No one messes with them.

**If you could have represented Great Britain (or your home country) at one event in the 2012 Olympics, which would you have chosen and why?**
Cycling – long distance though. I have a couple of bikes, so I know it can be hard.

**If you were facing awesome peril and impossible odds, which real or fictional person would you most want on your side and why?**
I hope never to be facing awesome peril, but if I have to drag someone into it with me, I think I'd get Dr Who involved. He always seems to be able to get out of scrapes.

**And finally, a grizzly bear and a silverback gorilla are getting ready for a no-holds-barred rumble. Who is your money on and why?**
I'm going with the silverback – purely on gut feel though, so if you do place a bet on my advice, don't blame me if you lose your money. ■

> "The only constant in the channel is change, and partners need to embrace that and stay ahead of it"

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*Visitors can network in the VIP lounge, a number of bars & our Microsoft Lync Lounge! PLUS at our evening event at Twickenham Stadium (ticket only)*

**NEW Technology & Applications Speed Dating!** 5
*An industry first! Our NEW Technology & Applications Speed Dating Programme – major channel players will provide 20 minute 'sound bites' covering the key aspects that the channel needs to be aware of and skilled in to become successful themselves in the following topics – Cloud, Datacentres, Ethernet, Mobile, Aggregation, IT security and SIP. Don't miss them!*

**See new products first!** 6
*We have a number of new products being launched at the Convergence Summit South – be the first to see them!*

**Business Planning – see the way ahead for your business** 7
*With the industry moving at such a fast pace, the Convergence Summit South is the ideal platform on which to look at where business is heading for 2013 & the opportunities available!*

**Gain Competitive Advantage – before others do!** 8
*With over 2,100 visitors, don't miss out on attending and let your competitors seize the business opportunities!*

**PLUS** enjoy a **FREE** networking breakfast plus **FREE** parking

**BEST** of all, this event is completely **FREE** for everyone in the Channel to attend!

## The Convergence Summit events bring together leading players from the following sectors; IT/Data, Voice, Mobile, Security, The Cloud, Virtualisation and Collaboration.

There are just so many reasons to attend... Maybe you want to meet suppliers offering data and connectivity solutions such as M247, Virgin Media Business, Daisy Wholesale, HP, Westcoast and O2 Wholesale.

Or perhaps you are looking to expand your portfolio by moving into the telecoms market? Come and meet with several of the leading suppliers who want to speak with data/IT resellers and explore the potential opportunity.

You may be interested in seeing live demonstrations of all the latest technologies and new products with many being seen for the first time ever at the Convergence Summit South.

Plus, you can attend our free educational seminars all designed to give you that competitive edge. We'll be addressing Cloud, The Role of the Data Centre in the Channel and an update on Microsoft Lync.

We are also launching a new phenomenon – Industry Speed Dating! This new initiative will see experts providing 20 minute 'sound bites' on key topics such as IT Security, Aggregation, Virtualisation, Ethernet, Data Centres and Cloud.

Our focus remains on informing visitors – not just as to what products are available or about to come to market but also on how to integrate these new applications into an established portfolio and make margin!

So, get the dates in your diary and register to attend for FREE on our website www.convergencesummit.co.uk.

We look forward to seeing you there!

## EVENT INFORMATION

**Opening times**
*Wednesday 3rd Oct. 2012 – 10am - 4.30pm*
*Thursday 4th Oct. 2012 – 10am - 4pm*

**Venue**
*The Surrey Hall, Sandown Park, Portsmouth Road, Esher, Surrey KT10 9AJ*

**More details**
*Click on www.convergencesummit.co.uk*

**Register to attend for FREE on www.convergencesummit.co.uk**

# THOUGHT LEADERSHIP PROGRAMME

## THEATRE ONE

| Time | 3rd October | | Presenters |
|------|-------------|---|-----------|
| 10.30 | CCX Panel Debate | Sales Opportunities for the channel | Cloud Industry Forum, VanillaIP, Kcom, Mitel, TalkTalk Business |
| 11.45 | CCX Keynote | The Transition from CPE to Cloud including IT! Looking at the strategy to change from CPE to complete cloud based, Citrix powered, solutions before your competitors do | TalkTalk Business |
| 14.00 | Industry Speed Dating | | |
| 15.15 | | | |

| Time | 4th October | | Presenters |
|------|-------------|---|-----------|
| 10.30 | CCX Panel Debate | Addressing the security fears of the end users | Channel Cloud, Cloud Industry Forum, Talk Talk Business, Gamma |
| 11.45 | CCX Keynote | A key opportunity for channel players will be presented and discussed | Channel Cloud |
| 14.00 | Industry Speed Dating | | |

## THEATRE TWO

| Time | 3rd October | | Presenters |
|------|-------------|---|-----------|
| 10.30 | Keynote | What's shaping the channel and what are the best growth opportunities | BT Wholesale |
| 11.45 | Panel Debate | Super-Fast Access - enabling the applications of the future. What are the options for the channel? | Gamma, Entanet, TalkTalk Business, Daisy Wholesale, Kcom |
| 13.00 | Microsoft Lync | Building a successful business with Microsoft Lync | Microsoft |

| Time | 4th October | | Presenters |
|------|-------------|---|-----------|
| 10.30 | The Role of the Data Centre in the Channel | Come and hear a five minute pitch from the top five UK data cente operators and put your questions to them | Node4, SSE, M247, Zen Internet |
| 11.45 | Panel Debate | SIP: The death of ISDN? | Gamma, Voiceflex, Virtual1, tlPicall |
| 13.00 | Microsoft Lync | Building a successful business with Microsoft Lync | Microsoft |

# INDUSTRY SPEED DATING  20 minute 'sound bites' on leading industry topics

Andrew Dickinson of Griffin

Paul Byrne of Channel Cloud

Chris Jagusz of SSE

Paul Sillars of M247

| Speed Dating | 3rd Oct - 14.00 | 3rd Oct - 15.15 | 4th Oct -14.00 |
|--------------|-----------------|-----------------|----------------|
| Subject | Table Hosts | Table Hosts | Table Hosts |
| Cloud | Cloud Industry Forum | Channel Cloud | Oak |
| Datacentres | SSE | Node 4 | M247 |
| Ethernet | Griffin | Entanet | TalkTalk Business |
| Mobile | Gamma | Vodafone | Transatel |
| Virtualisation | Cisco | Mitel | ShoreTel |
| IT Security | Wick Hill | Westcoast | Acme Packet |
| Aggregation | Virtual1 | Nine Group | Griffin |

**Register to attend for FREE on www.convergencesummit.co.uk**

# AN INSIGHT INTO SOME OF THE PRODUCTS AND TECHNOLOGIES BEING SHOWCASED

### Microsoft Lync and Microsoft Office 365 on the Avnet stand

*Integrating the most recognised and trusted communication and collaboration tools, Microsoft Office 365 delivers your customers a licensed, flexible subscription service. The Microsoft Office 365 suite includes Microsoft Office, Exchange Online, SharePoint® Online and Lync™ Online. Microsoft Lync Server 2010 delivers complete presence, IM, conferencing, and enterprise voice capabilities through a single, easy-to-use interface, that's consistent across PC, browser, and mobile device.*

### NetBorder™ Lync Express on the Sangoma stand

*A fully integrated gateway and Lync Server appliance for simplified deployment of Microsoft Lync unified communications services up to 100 endpoints.*

### Sharedband Broadband Bonding

*The Sharedband software solution aggregates multiple Internet connections (DSL, Cable, Fibre, Wireless) into a single high-performance connection that is flexible and scalable. It works with standard Internet service provider (ISP) services and low cost hardware making deployment seamless, fast, and affordable.*

### Frontier Voice & Data – MyNet

*MyNet includes broadband, leased lines, FTTC, Internet, Ethernet, point to point connectivity and networks from MPLS to IP VPN.*

### O2 Wholesale Ethernet

*Wholesale uncontended, reliable, dedicated fibre connection up to 1Gb, including unrivalled support and training from the O2 Wholesale team.*

### NEW from Voiceflex

*Voiceflex will be launching SIP Trunks for MS Lync as well as showcasing Nebula IP Hosted telephony. This is a hosted telephony application which has been sited within their core telephony platform using the same tried and trusted connectivity as used by their SIP Trunks.*

### ViBE (Voice and Internet Bandwidth Enhancer) from Powernet

*ViBE offers a compelling solution for service providers and channel partners to enhance their managed HaaS (Hardware as a Service) offering with solutions tailored to businesses of all sizes. ViBE's affordability makes it particularly attractive to mid-market customers seeking enterprise-quality data services without the associated financial commitment.*

### NEC Univerge 3C

*Univerge 3C is a complete, software based, unified communications and collaboration solution that redefines the way a business and individuals communicate. Incorporating voice features, and collaboration applications, 3C has evolved BYOD (Bring your own Device) to be fully user-centric allowing forward thinking businesses to empower their workforce. By enabling individuals to seamlessly communicate from their smart phone, PC or tablet using only one contact number, workers can be truly efficient when on the move improving the necessary agility for today's dynamic work environment.*

**Register to attend for FREE on www.convergencesummit.co.uk**