

► The Channel needs to collaborate in order to succeed



Long gone are the days of 9 to 5 connectivity, we now find ourselves connected to an 'always on' world that expects, and often demands, instant engagement. From a positive perspective, mobile working has enhanced our channels of communication, but on the down side, has provided boardrooms around the UK with a number of challenges around accessibility of data, security and capacity. As a result, organisations are moving away from silos of information and moving toward shared infrastructures to virtualized environments and eventually to the cloud to increase agility and reduce costs.

In response to this, vendors are now looking to collaborate with complimentary partners who bring their own areas of expertise to the table. This is why we are seeing the likes of Cisco, VMware and Netapp collaborating to offer their Flexpod solution. FlexPod has been developed as a platform to address current virtualization needs and simplify data centre evolution to an IaaS (Infrastructure-as-a-Service) platform. These virtualized consolidated infrastructures deliver

Never before has collaboration been such a hot topic in the world of IT as it is today. We are seeing a myriad of 'best-of-breed' organisations partnering with each other to develop bundled IT infrastructure solutions that look to address the growing demands of mobile working.

a number of advantages over traditional networks by providing increased functionality, greater performance & scalability, and improved efficiencies such as reducing power consumption.

Because collaboration is now being embraced across the channel, resellers, distributors and vendors alike have all identified that to differentiate themselves from their competitors they need to provide wrap around services to these integrated infrastructures.

Comms-care has collaborated with CRN on this special report to highlight and discuss the opportunities for the channel around these new technology platforms. Storage has become a pivotal cog in the mechanics of these converged infrastructures as businesses feel reluctant to house their secure and sensitive data offsite in a public cloud environment. This is why private clouds built on technology such as Flexpods (Cisco, VMware & NetApp) and vBlocks (Cisco, VMware & EMC) are going to play a very important role in how the business world looks to embrace Cloud Computing.

Managing Directors and CEOs are more involved with the IT decision making process than ever before. They have no allegiance to any one particular vendor, but what they do have is a responsibility to ensure their business systems are secure and responsive to the needs of their customers. Channel firms need to make sure they are listening and understanding these needs to

identify which partners are best suited for any collaboration. Those channel organisations who have access to the latest skill sets across these productised converged infrastructures will be the ones who prosper and start to gain market share. The customer needs to feel reassured that the solution being suggested is the most effective one for their business, after all, why should they change? To gain this trust resellers will need to partner with technical specialists such as Comms-care who have the expertise to design, implement, maintain and advise across these recently formed converged infrastructures. It is only then will channel organisations start to build a value proposition and reputation that separates them from their competitors.



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