

► Collaboration will enable cloud opportunities for the channel



Collaboration seems to be the buzz word these days with all the major vendors lowering their defences and embracing each other's best-of-breed technology solutions to create 'bundled' IT converged infrastructures. These have taken the form of products such as vBlock, where Cisco, VMware and EMC have all joined forces to create an off-the-shelf IT infrastructure solution. There are alternative solutions in the market such as 'Flexpod' where NetApp are providing the storage element instead of EMC. We are also seeing resellers build their own variations of these new pre-architected bundles so they too can provide tailored propositions to their clients.

Historically storage was peripheral to the core network but that is now changing as it becomes the centre piece that converged productised infrastructures are built upon. One of the main drivers for this change is the increased adoption of mobile working and the need for a virtualised consolidated infrastructure. Clients are looking to optimise their IT systems by hosting their data, applications and

As the Storage market adapts to a world of Virtualisation and Cloud Computing it finds itself moving faster than it has for many years. To ensure they don't get left in the slow lane, resellers, distributors and vendors need to safeguard their future by embracing these changes and forming partnerships with specialised technology providers in order to succeed in this high speed environment.

operating systems across storage devices, leaving their server space to quickly process the data travelling across the network. By taking this approach clients' IT infrastructure becomes more resilient, responsive and readily scalable in a consolidated platform where storage becomes an intelligent central hub rather than being left out on the fringe.

The industry is also seeing how vendor collaboration in these technology areas is influencing the way in which resellers are shaping their business by becoming more engaging with partners who bring specialist skills to the table. By partnering with these best-of-breed organisations, resellers can start to add real value to their propositions by incorporating wrap around services such as site surveys, installation, integration and on-going maintenance.

Any reseller can purchase the technology that makes up these productised converged infrastructures but very few have the expertise, accreditations and know how to deliver and support these bundled solutions. Vendor independent, channel only IT support organisation Comms-care is experiencing a high demand for their services in this area from the reseller, vendor and distributor communities. All parties recognise that in order to differentiate themselves from the pack they need to provide wrap around services that ensure seamless integration

into their clients' IT infrastructure – only then will organisations see real momentum in the adoption of these collaborative managed infrastructures.



Richard Eglon
Marketing Manager, Comms-care
reglon@comms-care.com
[@richardeglon](https://twitter.com/richardeglon)