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Cisco ready to fight off Dell By Ian Lynch [23-09-2002] 'Massive' marketing campaign to start in early 2003

Cisco is planning its first major brand marketing campaign for 18 months, as it eyes the first sectors it believes will lead the industry out of recession and into fierce new competition. The "massive" campaign will run in either January or February and will see Cisco's return to TV advertising.

"It is our first major campaign since the Are you Ready? adverts," Cisco vice president Mark De Simone told vnunet.com. "Almost all of our business we do through partners and any demand generation we do, we do for our partners to leverage."

The marketing blitz comes at time when Cisco's former reseller Dell may also be looking to move into networking, with the possible launch of its own networking line in the UK in November.

Cisco confirmed last week that it had dropped Dell as an authorised reseller. Dell is now listed along side 3Com, Lucent, Ericsson and Nortel as competitors in Cisco's 10-K annual report, filed with US regulator the Securities and Exchange Commission.

But De Simone played down the threat from Dell. "The Dell model treats the network like a commodity. It is not a commodity," he said.

He added that more integration is likely and that Cisco's own channel must become more expert in the areas of internet telephony, security and mobility.

De Simone also rejected the idea that Cisco had failed in the small and medium business (SMB) area, pointing out that it provided 25 per cent of the company's revenues.

Keith Humphreys, a consultant at EuroLAN research, described the marketing moves as "very significant".

"Cisco has such a challenge in the SMB area, which is a Cisco failing," he said. "While there's logic in the view that the SMB sector will be the first to emerge from the recession, it's by no means certain."

Humphreys also questioned the likely strength of Dell's efforts. "I'm not sure that its model fits in with what enterprises expect. Dell would be the last vendor I'd invite in on a RFP networking project," he said.

<http://www.itweek.co.uk/News/1136316>

The early partner catches the sale By Rob Jones [28-10-2002]

Join our sales cycle earlier, Cisco tells channel partners Cisco has indicated that it will invest less time and energy in partners that continue to join the back-end of a sales cycle, and instead concentrate on those that create and drive business opportunities. Speaking to customers at its Networkers event in Copenhagen, Denmark, last week, a candid John Chambers, Cisco's chief executive officer and president, said he believed that "channel partner support needed to be improved".

In its satisfaction survey, Cisco found customers marked the company high and the channel low or vice versa, but rarely would both do well.

So although partners beat the minimum satisfaction score set by the company, Chambers was unhappy with the disparity between the scores for the channel and Cisco. He believes customers should view both as equally valuable.

As part of its Ecosystems Development programme, Cisco teams met with partners and encouraged them to join the sales cycle at an early stage. The first phase of that programme closed last Friday.

Nick Watson, director of channels and alliances in the UK and Ireland, said his team had hit their target of meeting three-quarters of its 114 accredited UK partners.

Now Cisco wants to see action, with partners actively chasing sales or joining the cycle early on. "Some partners have followed us around and instead of investing in skills that would enable them to be at the start of the sales cycle, they've got into the habit of letting us drive opportunities and then come in at the end. So it's very hard for them to add value," said Watson.

"We have to create demand within businesses, but I expect partners to work with me to create it, because they are the ones that can sell complete solutions," he added.

Mogens Hansen, chief technology officer at IP telephony reseller MiTech, said he would "love" to see Cisco develop closer ties with the channel again. He has not spoken to the vendor under the Ecosystem programme, but said his door was open.

"We could double our turnover with a bit of help from Cisco. It can deliver credibility and confidence if customers see that Cisco is behind them.

"It's important that customers are in the comfort zone when they select a solution. Two or three years ago we used to sell with Cisco but it lost its touch. Maybe it's trying to do this again," he said.

The incentive for joining a sales cycle earlier, said Watson, was that partners could add more value and make bigger profits.

"If partners choose to come in at the end we'll make sure our resources are applied to those that are working with us to drive the market forwards. So they will be poorer for waiting for the end of the cycle," he added.

Keith Humphries, senior consultant at analyst EuroLan, backed Cisco's strategy. "A lot of vendors would take a big stick approach and beat up their partners. Cisco's approach is good as long as it's not too onerous on the partner."

Cisco was making it fairer for those partners that were prepared to invest in the skills and knowledge rather than "snipe on price at the end of

the cycle", Humphries said.



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Azlan shrugs off training revenue dip by Dominic Hall Tuesday 19 November 2002

Despite posting results which revealed a slight drop in interim pre-tax profits and flat turnover, networking giant Azlan is convinced centralised buying, strong vendor relationships and new product areas will see it through the slump.

The Chessington-based distributor's interim results for the six months to 30 September showed a nine per cent drop in pre-tax profits to £7.3m from the same period last year on turnover of £298m.

While the pan-European group's products and services divisions grew slightly - to £267m and £12.6m respectively - the company faced continued problems with its training division, which saw revenues drop 17 per cent to £18m and turned in pre-tax losses of £1.3m.

Talking to MicroScope, chief executive Peter Bertram admitted it operated in a "tough market", but was confident the group's strategy was strong.

He insisted cost reduction measures forced the company to cut jobs.

"Last year, we took 49 people out. In the first half of this year, we've taken 65 people out across Europe," Bertram revealed.

Chairman Barrie Morgans claimed Azlan's centralised systems also helped to cut costs.

"Having one centralised operation across 15 countries is proving itself in this environment - one single warehouse, one single system. I would hate to have 15 warehouses," he said.

Addressing problems in Azlan's training arm, Bertram said it was "no surprise" the unit lost money considering market conditions across Europe, but ruled out a move away from the training industry.

"We lost money in the first half, but that's no surprise because there are a lot of training companies on the floor. [The training division] is still an integral part of Azlan - we are Cisco's largest training partner, not just in the UK, but in Europe as well," he stressed.

Azlan occupies a middle ground in terms of European distribution with a specialist networking/security niche and a broadline size and reach. What did Bertram see as the elements that differentiated Azlan from the rest of the market?

"People perceive quality. Ingram Micro and Computer 2000 are major corporations, but they don't supply training, they supply limited services around their products and one would suggest that people want [training], particularly around things like wireless, IPT and storage," he argued.

At the other end of the scale, Bertram dismissed the concerns of specialists such as Unipalm and Allasso that Azlan's growing involvement in the security market and recent appointment as a Check Point distributor was bad for the sector.

"If you look at our security portfolio, it's probably as big as [Unipalm's and Allasso's]. We have specialist teams set up - the other advantage is that we can offer training on those products," he said.

In terms of other more direct competition in the UK, Bertram claimed that "in a fairly flat market, it's inevitable that times get tighter", but was surprisingly reticent about the demise of old arch-rival Landis earlier this year.

"It's not great for us from a PR point of view to see a company in the same sector getting into difficulty. In terms of what it was doing - it didn't distribute Cisco in the UK - it didn't compete with us much," he said.

That may well be true, but networking analyst Keith Humphreys at EuroLAN believed the sale of Landis to Westcon might come back to haunt Azlan in the future.

"I think [Azlan] took its eye off the ball a bit during that acquisition. It will take Westcon a while, but once it's integrated, it could be dangerous," he warned.

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DiData hopes services will pull it from mire by Roanna Avison Tuesday 12 November 2002

Networking services group Dimension Data has, like many others in the IT sector, seen demand drop in 2002. But Di Data has remained positive about its future and taken the opportunity to begin a transformation from a product-based to services-focused operation.

EuroLAN analyst Keith Humphreys says the market is still in the mire and Di Data, like everyone else, has been caught up in it. But he claims it is making the right moves by trying to increase its services revenues at a time when "there is so little margin to be made from product".

Humphreys suggests Di Data's systems-based offerings in South Africa are doing well and it should seek to adopt the model in the UK.

In a statement accompanying Di Data's interim results in May, executive chairman Jeremy Ord admitted the company's performance had been hampered by the tough economic conditions, but had taken the opportunity to invest in services.

"We continue to migrate from being regional and independent, to being global and integrated; from selling vendor technologies to selling Di Data branded and packaged systems, and from a revenue mix made up of short-term projects to an annuity-based services revenue," he said.

Ord revealed there was little investment in the UK from users and a lack of large deals, but insisted there had been an increased call for tenders, indicating the market had bottomed.

"Although pricing pressures are expected to remain a feature of the trading environment [in the second half of 2002], an improving services mix should continue to act as an offset," he added.

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Genuity quits Web hosting arm by Dominic Hall Tuesday 27 August 2002

Network services group Genuity has called time on its Integra Web hosting operations across Europe as it moves to refocus its business and cut costs. The decision to withdraw funding from Integra - which has a presence in eight European countries as well as the UK - came as Genuity revealed it has paid \$50m (£35.7m) for a 30-day extension to pay back a \$2bn credit line owed to a group of global banks.

Chairman and CEO Paul Gudonis said pulling out of Integra was a "difficult decision to make", but one which would allow the company to focus on its core business.

"While Integra was on track to meet its corporate financial goals, it still would have taken some time before it was able to fund the business on its own," he revealed.

"We believe it is the right long-term decision for us and one that should have minimal impact on Genuity's customers," Gudonis added.

Keith Humphreys, analyst at EuroLAN, argued the Web hosting market had been facing difficulties since the burst of the dot com bubble.

"There is over-capacity [in the market] and unless [the hosters] get a really juicy contract, it is hard," he said.

Humphreys claimed the future for Integra looked bleak as it was unlikely to attract many buyers.

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Siemens sells SNS to "optimise portfolio" Tuesday 6 August 2002

The top level networking and integrator market has shown signs of further consolidation after Siemens sold its Network Systems arm to private equity group Kohlberg Kravis and Roberts for an undisclosed amount.

Siemens claimed it sold the division - which turned over E400m (£251m) last year and employed around 860 staff in the UK, France and Italy - as part of its drive to "optimise its portfolio" of companies.

The networking group also revealed it was selling a number of other divisions to KKR, including Mannesmann Plastics Machinery, Demag Cranes and Components and its ceramics arm. An SNS spokeswoman told MicroScope she did not believe KKR bought the companies simply to immediately sell them on again.

"KKR tends to hang on to companies for a long time, keep the same management, grow the business and take them to IPO," she said.

Keith Humphreys, consultant at EuroLAN Research, argued Siemens had been seeking to exit the integrator market because SNS did not fit with its overall model.

He said the networking group might also have wanted to get rid of the division because its vendor focus had moved away from Siemens products.

"It was apparently unhappy because SNS sold mostly Cisco and 3Com product, so it was not really an asset," he revealed.

Humphreys added that all the likely contenders large enough to show an interest in buying SNS from KKR, such as Cable & Wireless, DiData and Datatec, "all had their own problems".

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No surprise as networking sinks deeper into difficulty by Ian Young Tuesday 11 June 2002

The Enron scandal in the US has made analysts and Wall Street very conservative towards any signs of bad news - another blow to the network sector continuing to suffer from stagnation.

When Cisco revealed a two per cent sales increase in its third quarter at the beginning of May, NASDAQ got excited for a couple of days, hoping for a chink in the slump.

It proved to be a blip for the network sector and showed that one of Cisco's traditional weaknesses - lack of reliance on the telco service provider sector - played in its favour.

Few analysts believe stock prices of the network leaders will recover by the end of the year.

The aftermath of the telco investment gold rush has dragged stock values of the whole network sector down, way beyond the woes suffered by the rest of the IT sector.

Keith Humphreys, analyst at EuroLAN, says the glut of venture capital showered on the network market was matched by the dot com bubble in its market stupidity, with huge amounts of money thrown at the service provider market - the backbone of the network vendor user base.

"The problem is exacerbated in Europe with recession stemming from the money telcos invested in 3G licences," he claims.

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Juniper buys Unisphere to move closer to edge by Dominic Hall Monday 27 May 2002

High-end network provider Juniper is to extend the reach of its channel and enter a tougher challenge to rival Cisco with the \$740m (£528.6m) acquisition of Unisphere Networks from Siemens.

The company, which has been gradually moving towards the service provider market over the past year, claimed the acquisition would give it access to Siemens' sales channel in 190 countries.

Siemens will retain a ten per cent stake in Unisphere and continue to resell Juniper kit through its Network Services division.

Juniper UK corporate marketing manager Nick Van Bommel said the company would look at its channel structure once the integration process had been completed. "We may change the channel strategy, but all existing relationships will continue," he revealed.

Van Bommel added Juniper had four UK channel partners: Telindus, Di Data, Ericsson and Siemens Network Services.

Paul Di Maida, Juniper product marketing manager at Telindus, said he had yet to be told if the acquisition would have any effect on the UK channel, but argued the move made sense. "Juniper has made no secret that it's moving towards the edge [portfolio of IP routing and broadband access products] and this looks like a good move," he claimed.

The acquisition, which is scheduled for completion during the third quarter, will give Juniper a much broader product offering and take it into closer competition with Cisco, despite the chasm-like difference in market share.

"Our acquisition of Unisphere highlights our focus of supplying IP expertise to the leading services providers and carriers. These customers will now be able to use the global reach of Siemens to utilise both Juniper and Unisphere's IP experience," stated Scott Kriens, CEO and president of Juniper.

EuroLAN analyst Keith Humphreys argued the deal was positive for the channel because it would extend the range of products available to Juniper partners.

"Someone like Telindus may be able to get hold of new products and [Unisphere] has good edge routing products," he said.

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Digital Network returns Tuesday 8 May 2001

A lot has happened to Digital Networks in the last three years. Towards the end of 1997, its parent announced a sale of the business to Cabletron. Months later, the parent company was bought, in turn, by Compaq.

Two years later, Cabletron sold Digital Networks on to Gores Technology Group. It was established as an independent company just over six months ago at the end of October.

Nick Gosshawk, EMEA marketing manager at Digital Networks, freely admits that the company has not been at the forefront for customers and partners for the last four or five years.

But he claims many customers are reluctant to move away from Digital and those that were on the brink of doing so have been very pleased to hear from the vendor.

He admits he cannot say that all customers are back on board and stresses the aim is not just to service and sell to the existing customer base.

"Where we've come from is important," Gosshawk says, "but probably more important is where we're going."

EMEA sales director Niall McGrane adds: "You'll get old customers who have gone, but there are still lots of customers out there and they want to know if they can move forward with us."

He argues the return, if that's how you can describe it, of Digital Networks, is an opportunity for its less active partners to get more involved again.

"We're not over-distributed and we've added some very price aggressive products to our portfolio," he argues. "There are a lot of good reasons why some resellers will come back."

The company announced a rebranding last month, unveiling a new logo (the now obligatory circular motif which so many others appear to have latched on to) and a range of new products aimed at bringing new technologies into its customers' existing infrastructure. Some of these products are rebadged OEM kit.

The key sets are primarily LAN, switching, switch routing and wireless. "We're very heavily into applications where we're strong," Gosshawk says, "such as server farms, datawarehousing and disaster recovery, all areas where resilience and fault tolerance are key to the networks."

It also announced a portfolio of services that partners can sell to customers, with the option to enhance them with their own. The services are being provided by a third party, Vital Networks.

Gosshawk stresses that Digital Networks' sales are completely indirect. Product is distributed by Anixter and Azlan in Europe, along with Avnet Applied Computing in Germany.

Keith Humphreys at EuroLAN is sceptical over how much of an impact the new Digital Networks can make. "I don't think there's a pent-up desire to buy Digital Networks products. The only thing it's got is brand recognition and I'm not sure that's positive."



<http://crn.vnunet.com/News/1136710>

Dell launches half-price networking kit By Karl Flinders [11-11-2002] PowerConnect range undercuts rival products by 50 per cent

Dell is offering cut-price network switching products as it launches its long awaited networking products in the UK and Europe.

The PowerConnect range of layer-two local area network switches, which will connect PCs and servers at wire speed, will be up to 50 per cent cheaper than rival products.

Dell is using third-party Taiwanese vendor Delta to build the products, but will design and develop them itself. From today they can be bought alongside servers, desktops, notebooks and storage products.

Keith Humphreys, an analyst at EuroLAN Research, described the products, of which two million ports have been sold in the US, as "meat and potatoes", adding that Dell will be going for the higher end of the SME market with customers that can support themselves.

When the range was launched in the US 14 months ago it originally comprised four products aimed at the SME market. This has been extended to eight, and includes the enterprise sector as target customers.

"We are bringing the Dell Direct model into the networking market and this is what helps us deliver high performance products at up to 50 per cent less cost," said Kim Goodman, global vice president of the networking products division at Dell.

Humphreys explained that the Dell model is not the same as for PCs and servers because there is no build to order.

However, Des Lekerman, managing director at networking reseller Eurodata Systems, said that networking technology is about more than just price, and suggested that the Dell offering will only be attractive to very small offices because of its lack of support services

<http://crn.vnunet.com/News/1136776>

More effort needed to roll out Mans By Rene Millman [12-11-2002] Cisco urges councils and utilities to get involved

The spread of Metropolitan Area Networks (Mans) in the UK could be slowed down unless utility companies or local councils get involved in rolling them out. According to a study by Cisco on the key economic drivers of Mans, a Metropolitan Ethernet network will only be viable in major European cities - such as London and Milan - that have a high density of residential and business customers in multiple-dwelling units.

Smaller cities can only hope to have Mans deployed if a utility company or local council become involved.

The financial success of a project depends on the expectation of the organisation driving it. A typical service provider looks for a high rate of return on investment, whereas a provider working in tandem with a utility company or a council would take a longer-term view of projects.

The report found that labour, operational and marketing costs were a far more significant financial factor than capital expenditure.

It looked at a wide range of factors from demographic and regulatory barriers to revenue and service aspects. The results were calibrated using two existing businesses where Ethernet over fibre has been widely deployed: Fastweb in Milan and Bredbandsbolaget in Sweden.

Analysts consider the major barrier to Mans in the UK to be lack of awareness. Landlords, for example, could improve the value of their property holdings by connecting their buildings to Mans.

Keith Humphreys, senior consultant at analysts EuroLan, said: "I don't think anybody has been out there doing a really good job to educate the market, which is peculiar because if you look at who owns buildings there must be a handful of landlords to get business from."

Mark de Simone, vice president of technology solutions and marketing at Cisco, said Mans could help stimulate the flow of money into development areas.

"The attractiveness of a region for business investment and skills is greatly enhanced when next-generation broadband is available in the local area," he said.

De Simone added that advanced services such as video on demand and IP video surveillance meant Ethernet over fibre was "a prerequisite".

<http://crn.vnunet.com/News/1136787>

Dell begins European networking push By Karl Flinders and Rob Jones [13-11-2002] Direct-selling makes firm more 'agile', says chief exec

Following an attack on manufacturers that use the channel, direct vendor Dell will today launch its networking products in Europe. Speaking at

the Gartner Symposium/ITxpo in Cannes last week, Michael Dell, chief executive of Dell, said the firm is more "agile" because it sells direct. He added that it knows what customers are buying, how much and when, in real time.

"That allows us to know what's going on and adjust," he said. "Because we sell direct to customers we know demand. There are a number of businesses where sales are not really sales - they are sales into the channel. Ours is real demand."

However, channel executives claimed they were unruffled by the launch of Dell's network switching range in Europe, which sees Dell offering the same sales and support model as for its PC and server range.

Dell's rivals said the threat is minimal, with the channel's value-add differentiating it from Dell's low-cost offering.

The PowerConnect range of layer-two LAN switches will connect PCs and servers at wire speed and build LANs in branch offices. They can now be bought alongside Dell servers, desktops, notebooks and storage products.

Keith Humphreys, analyst at EuroLAN Research, said: "The products are 'meat and potatoes', and are aimed at the higher end of the SME space where customers can support themselves."

Des Lekerman, managing director of Cisco VAR Eurodata Systems, said Dell's reputation as a PC and server manufacturer will mean it is "pigeon-holed" by users. He does not see a threat to his Cisco business.

"The lower-end networking vendors will be more threatened, although Cisco will have to sharpen its pencil to prepare for new competition," he said.

Nick Watson, head of unified channels UK at Cisco, said the vendor will not react specifically to Dell but will "continue to explain why our technology and resellers bring more than just the sale of a product to businesses".

Nick Ruczaj, sales and marketing director at vendor Allied Telesyn, said Dell has shown the weakness of its networking sales capabilities. "Dell has sold network products from other vendors but has not been successful because users do not associate it with that sector," he said.

<http://crn.vnunet.com/News/1136341>

Early birds earn Cisco's favour By Rob Jones in Copenhagen [28-10-2002] Vendor to concentrate on resellers that create and drive business opportunities

Cisco has said it will invest less time and energy in VARs that join the later stages of a sales cycle, and concentrate on those that create and drive business opportunities instead. Speaking to delegates at the vendor's Networkers event in Copenhagen last week, John Chambers, chief executive, said he believed channel partner support needed to be improved.

As part of its Ecosystems Development programme, Cisco teams met channel partners and encouraged them to join the sales cycle at an earlier stage.

The first phase of the programme closed on Friday and Nick Watson, director of channels and alliances UK and Ireland, said his team had hit its target of meeting three-quarters of its 114 accredited UK partners. Watson said Cisco now wants action.

"Some partners have followed us around and instead of investing in skills that would enable them to be at the start of the sales cycle, they've got into the habit of letting us drive opportunities and then come in at the end," he said.

Mogens Hansen, chief technology officer at IP telephony reseller MiTech, said he would like to see Cisco develop closer ties with the channel again.

Hansen has not spoken to the vendor under the Ecosystem programme, but said his door was open.

"We could double our turnover with a bit of help from Cisco because it adds credibility and confidence if customers see that Cisco is behind us," he said.

"It's important that customers are in the comfort zone when they select a solution. Two or three years ago we used to sell with Cisco but it lost its touch. Maybe it's trying to do this again."

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Humphreys added that Cisco was making it fairer for those partners that were prepared to invest in skills and knowledge, rather than "snipe on price at the end of the cycle".

<http://crn.vnunet.com/News/1136307>

Quescom hits UK By Karl Flinders [28-10-2002] French VoIP equipment maker looking for data resellers

French Voice over IP (VoIP) equipment maker Quescom is looking for data resellers for the first time after launching in the UK. The company manufactures a communications server with the ability to upgrade and extend the life of older ISDN private branch exchange (PBX) boxes by adding VoIP, global system for mobile communications and messaging functionality.

"This is a brand new exercise for us in the UK and we are targeting both voice and data resellers," said Quescom representative Peter Cameron. "It's a particularly good fit for data resellers because they understand the VoIP part better than the voice people."

Keith Humphreys, analyst at EuroLAN research, agreed that data resellers were better equipped to combine voice and data products and services, but said there was a reluctance to do so.

"The data resellers are reluctant to go into the [VoIP] PBX arena because they see it as the old world, whereas voice resellers see it as a step forward," he said.

Quescom has traditionally sold via carriers and service providers but now wants to engage directly with the reseller channel to break into the enterprise market.

Cameron said: "We are looking for about 10 resellers in the UK to give us the coverage to target mid-sized enterprises with between 50 and 500 workers."

He said the company is ensuring good margins are available through a small channel with control through a partner programme.

<http://www.vnunet.com/News/1135715>

Foundry may drop Dell By Sara Driscoll [07-10-2002] Reseller re-examines 'casual' relationship with vendor

Bobby Johnson, chief executive of Foundry Networks, has said the firm is re-examining its reseller relationship with Dell, following the announcement last month that the direct vendor will introduce its own networking products by the end of this year. Cisco, 3Com and Hewlett Packard (HP) dropped Dell as a partner last month.

Johnson told CRN that Foundry has a "casual" relationship with Dell and that the vendor was an "occasional" partner.

"Foundry doesn't want casual relationships. In Europe we have very strong OEM relationships with companies such as HP. Dell doesn't fit our business model.

"They have to be either really direct or have some long-term relationship with us," he said. "There is a high possibility we will be joining Cisco [in dropping Dell]."

Some industry observers have commented on why Cisco and Foundry, known for their higher-end kit, would see a commodity player such as Dell as a threat.

Keith Humphreys, consultant at EuroLan research, said: "It would be like sleeping with the enemy. They don't want to teach Dell how to sell and develop networking products."

Foundry, which was tipped by analyst firm the Yankee Group as the number-two alternative to Cisco in the networking arena, also said it was gaining ground on its main rival.

Andy Palmer, managing director of EMEA at Foundry, said many VARs were looking to migrate from Cisco to Foundry because of the amount of competition in the Cisco channel.

"It becomes all about price, which has an impact on margins," he said. "Our channel is growing both locally and nationally. We are seeking partners and they are seeking us."

<http://crn.vnunet.com/News/113568>

Lehman Brothers plans data upgrade By Karl Flinders [07-10-2002] Thought to be on verge of deal with reseller Damovo

Finance house Lehman Brothers is on the verge of signing a multimillion-pound deal to upgrade its UK Campus network and services agreement with reseller Damovo. Although neither company would confirm or deny the contract, said to be worth some £20m, five separate sources have confirmed it is set to go ahead. One said: "The deal is worth between £15m and £20m and will probably be the biggest UK enterprise networking deal next year."

In a statement Damovo said: "[We are] in ongoing discussions with a large number of organisations in different sectors including education,

healthcare, legal, financial services and the public sector."

According to one source the voice and data deal is based around 20,000 Cisco ports and will see Damovo, previously the Ericsson Enterprise's direct sales arm EEL, strengthening its Cisco business.

Damovo is also a Cisco gold partner, which specialises in the growing IP telephony area.

"If true, this is an industry defining deal which Cisco is working closely with Damovo on," said Nick Watson, head of unified channels UK at Cisco.

Keith Humphreys, analyst at EuroLan research, said Damovo outlined its intention to strengthen its Cisco business in a recent meeting. "If you are pushing voice, data and mobility you have to have Cisco products," he said.

Despite not having a US presence Humphreys thought it was encouraging that Damovo could win such a major deal. "After only a year in the marketplace this shows Damovo is a force to be reckoned with on Cisco."

Lehman Brothers would not comment on the deal.

<http://crn.vnunet.com/News/1135289>

Cisco to target SMEs in marketing blitz By Ian Lynch [24-09-2002] TV campaign begins in early 2003

Cisco is counting on its first major brand marketing campaign for 18 months to beat off fierce competition and gain market share in the sectors it believes will lead the industry out of recession. The marketing blitz, due to start in January or February next year, will see a greater emphasis on the SME sector, which Cisco believes will be first to come out of the downturn.

The campaign also comes at a time when Cisco's former reseller Dell may be looking to move into the networking space, possibly launching its own networking line in the UK in November (CRN, 16 September).

"It is our first major campaign since the 'Are you Ready?' adverts," said Mark De Simone, Cisco's vice-president. "We do almost all of our business through partners and any demand generation we do is for our partners to leverage."

Keith Humphreys, consultant at EuroLAN Research, said the marketing move was "very significant".

Last week Cisco dropped Dell as an authorised reseller and has listed Dell, along with 3Com, Lucent, Ericsson and Nortel, as a competitor in its annual report, filed with the US Securities and Exchange Commission.

However, De Simone played down the danger from Dell. "The Dell model treats the network like a commodity. It is not a commodity," he said.

He also rejected the idea that Cisco had previously failed in the SME market, pointing out that the sector provided 25 per cent of the firm's revenues.

Humphreys added: "Cisco has had challenges in the SME area, which has been a failing [in the past]."

"However, while there's logic in the view that the SME sector will be the first to emerge from the recession, it is by no means certain."

<http://crn.vnunet.com/News/1135118>

Dell eyes UK networking market By Karl Flinders [18-09-2002] Vendor to launch range of its own products

Dell has said it is to launch its own range of networking products later this year in the UK, after confirming that Cisco has ended its US reseller authorisation. "Effective 27 September, Dell will no longer be a Cisco authorised reseller [in the US]," Dell said in a statement.

Industry watchers said Cisco's decision has been triggered by Dell's intention to expand its own networking products, and that Dell does not fit in with Cisco's value-added channel model.

John Chambers, Cisco's chief executive, warned last month that competition from players new to the market, such as Dell, will be fierce. Dell has shipped a million ports of its PowerConnect LAN switch in the US in just a year.

George Sanger, sales and marketing director at Cisco reseller Xpert Systems, said the decision removed a major competitor from Cisco's channel because Dell had the ability to price competitors out of the market. "That is [Dell's] strength because of its size, whereas our strength is value-add," he said.

In the US Dell sources networking equipment direct from tier-one vendors such as Cisco, Nortel, Extreme Networks and Enterasys. However, Dell may still be able to obtain Cisco equipment from Ingram Micro, its source for networking kit in the UK, sustaining the threat to UK networking resellers.

Dell's own networking products are not yet available in Europe but market watchers expect the firm to make the move shortly. Keith Humphreys, an analyst at EuroLAN Research, predicted a UK launch would come before the end of the year.

However, Nortel said it would continue its relationship with Dell. Peter Finter, director of channel strategy and support, EMEA, at Nortel, said: "Dell is complementary to our channel targets at the smaller end of the market.

"Our resellers sell in the mid-market. It's interesting that Cisco sees Dell as an alternative for its products."

Earlier this year Hewlett Packard (HP) stopped supplying its printers to Dell because it intended to manufacture products rivalling HP's own line.

<http://www.vnunet.com/Analysis/1134770>

Cisco reveals designs on San switching Karl Flinders [02-09-2002]

The channel is set to play a key role as networking giant Cisco aims to become a major player in the storage area network (San) switch market, following its acquisition of Andiamo Systems. Cisco did not publicly announce the existence of Andiamo until early this year, despite the fact that the networking giant had been secretly funding the firm, which is based at Cisco's premises in the US.

The vendor expects to pay up to \$2.5bn to acquire the part of the company which it does not yet control. The precise figure will be based on Andiamo's sales in the three months before the deal's completion, as well as Cisco's sales and market capitalisation at the time.

According to the networking vendor, the acquisition will complement its range of storage products. "This deal supports Cisco's plan to enter new growth markets, such as storage networking, where we believe we have the potential to be the number one or two player," said chief executive John Chambers.

The announcement has been expected by market watchers for some time. Robin Burke, an analyst at Gartner Dataquest, said: "With Fibre Channel switching products expected to grow at over 37 per cent per year for the next five years, Cisco chose a high-growth market, first by investing in Andiamo last year, and now, as expected, by purchasing the company."

Burke explained that there would be tough times ahead for the vendor, adding that it will take time for Cisco to even build market share in the storage Fibre Channel switching market. This is because Brocade is dominating with a 58.6 per cent global market share, and McData boasts 28.9 per cent.

"Building a high-percentage share of any market takes time," he said.

But Cisco's skills in networking, combined with its indirect channel focus, mean that it could become a significant storage player by taking high-end storage switching to the enterprise market.

The technology acquired will blend the benefits of data and storage networking and enable Cisco to develop products for enterprise customers, Chambers said.

But the company must evolve its channel if it is to succeed in becoming a top player in the San market, according to Stephen Martin, an analyst at Z/Xyen Aspect. "Cisco is going to have to think about its channel model and build a support network," he said.

He added that the business model for storage is different to that for networking, so the company will have to reinvent the way it sells to accommodate storage.

Mark Darvill, professional services director at Cisco Gold partner Logical, agreed. "There is more to selling Sans than just sticking a couple of disks at the edge of the network. Cisco will have to sign new partners and train existing ones to sell these products," he explained.

Cisco's existing networking resellers must learn how to influence a different set of IT buyers who are involved not with the network, but with the desktop and server environment, he added.

This will be more of a challenge for some resellers than for others. "Systems integrators should be able to add the new products to their storage ranges, but networking resellers will find it more difficult to make sales," said Darvill.

Cisco could become a leader in the connectivity aspect of Sans, Darvill claimed, but he warned that it will have a tougher task to break the stranglehold that vendors such as Hewlett Packard and EMC have on the storage market as a whole.

He said that as well as signing new partners it is important that Cisco carries out demand-generation and marketing to get its new message across.

But Clive Hailstone, general manager at Cisco channel development provider Computer 2000 (C2000), is confident that the vendor, supported by its distributors, has the skills and experience to support resellers with new technology sales.

"Cisco will do what it has done successfully with other technologies, and work closely with reseller partners to skill them up," he said. "There will be an accreditation over time, because Cisco will want to ensure that its resellers can support the products."

Taking on new technology is something the channel is used to, said Hailstone. "Resellers that want to work with these products will have to be retrained in the same way they have been retrained in IP telephony," he said.

He added that resellers are keen to get involved in San sales. "Some of our resellers are already looking at how to merge their enterprise networking and storage offerings," he explained.

Hailstone indicated that C2000 had spoken to Cisco to see how it can take this growth opportunity forward. "Companies like us are an obvious choice for Cisco, because we have an enterprise storage unit as well as a networking unit," he said.

Multi-disciplined distributors will play a key role in supporting resellers moving into the San arena by combining their storage and networking skills and resources to offer technical as well as sales training.

Andy Rolf, an analyst at Gartner, maintained that it is a good opportunity for Cisco's systems integrators already in the storage arena, but claimed that smaller resellers might struggle. "Cisco will have to sign storage-focused resellers," he said.

Research by Gartner suggests that the market for Fibre Channel San switching in EMEA will grow from \$373m in 2002 to \$1.3bn in 2006.

Rolf explained that Cisco and EMC could complement each other in the enterprise storage market. "EMC is more focused on systems and software, whereas Cisco comes in from the networking side," he said.

Keith Humphreys, an analyst at EuroLAN Research, suggested that Cisco must differentiate itself from the other players by using its channel.

"Cisco must have a different approach to bringing the products to market, because the others use original equipment manufacturers and this is not Cisco's forte," he said.

<http://crn.vnunet.com/News/1134724>

3Com re-enters corporate space By Sara Yirrell and Karl Flinders [02-09-2002] With range of Lan core switches

After abandoning the corporate switching sector two years ago by dropping its CoreBuilder product, 3Com is looking to re-enter the sector with a new range of Lan core switches. The firm withdrew CoreBuilder to focus on its strongest markets at the time: Lan telephony, network interface cards (NICs) and small-business networking.

The move left its channel partners scrambling to protect business worth millions of pounds. Many lost out as customers cancelled orders.

However, the firm is again looking to sign up corporate resellers for its Switch 4050 product. 3Com said its Expandable Resilient Networking technology will offer corporate customers pay-as-you-go networking, reducing the need to risk high-cost one-off upgrades.

Paul Malcolm, managing director of 3Com UK, said the company is looking at areas it can grow. "We have aggressive expansion plans and we are looking at where to deploy our resources," he said. "We want to sign resellers that can take us into the corporate sector."

Keith Humphreys, analyst at EuroLAN Research, was sceptical about the channel's response. "3Com never really left the corporate market, but after dropping CoreBuilder it will find it difficult to succeed with its new switching products," he said.

"Resellers will struggle to convince corporate customers to buy the vendor's products after being burned in the past. Customers have long memories," he added.

However, one VAR was keen to embrace the technology. Andrew Brimson, technical director at Data Integration, said: "We were disappointed when 3Com withdrew, but it allowed us to look at other 3Com products.

"There are always openings for firms like 3Com. It is an open market and its products are well respected by customers. I for one am pleased to see them coming back into the market, and would definitely take a look at their latest product."

<http://crn.vnunet.com/News/1132725>

Allied terminates Ideal for C2000 By Karl Flinders [18-06-2002] Networking vendor takes stock of partnerships

Networking vendor Allied Telesyn has terminated its distribution agreement with distributor Ideal Hardware and appointed C2000 to provide resellers with high-end support. The Japanese networking equipment vendor has also dropped Microtronica UK as it streamlines its UK channel.

"We had an amicable agreement with Microtronica and will still work with them in Europe, but we have terminated our agreement with Ideal because it could not offer high-end installation support," said Nick Ruczaj, sales and marketing director at Allied Telesyn.

He added that C2000's networking value-add focus met Allied's channel development needs.

"C2000 has got a new focus on the enterprise networking market and is looking at value-add business and not just product sales," said Adrian Hurel, acting managing director at Allied Telesyn UK.

But Seamus Twohig, director at Ideal Hardware, said that his company had made good sales of Allied's products and that he was shocked by the decision.

"The fact that they think we cannot add value at the high-end is wrong. If they had taken time to understand our business they would have come to different decision."

Allied, which works with thousands of resellers, also uses Open Computing, Micro Peripherals and ACAL to supply and support its reseller partners.

It is asking resellers to become members of its partner programme over the next two quarters. The three-tiered programme will offer resellers the tools required to market and sell Allied equipment.

Hurel said: "We have thousands of resellers now and we are offering accreditation to those that want it. I envisage signing hundreds of resellers over the next few months."

The vendor has been courting the channel since February this year when Nick Ruczaj told vnunet.com's sister title Computer Reseller News that the company needed to revamp its channel, with a rationalisation of distribution being the first step.

Hurel said: "We only have a certain amount of marketing funds and we decided to focus more heavily on fewer partners."

Keith Humphreys, analyst at EuroLAN said: "Allied Telesyn is moving high-end, and I think this deal with C2000 is a good one because it will give them more resellers."

<http://crn.vnunet.com/News/1128752>

HSBC adds new Dimension By Karl Flinders [29-01-2002] Dimension Data wins global services contract

Global systems integrator Dimension Data has won a multimillion pound three-year global contract to procure, support and offer services on Cisco technology for HSBC worldwide. The deal will see the UK listed company providing operational and support services to the banking and financial services firm in 78 countries via its Global Services Operating Architecture (GSOA).

The global support will be controlled by a UK-based team with local implementation carried out by the company's regional teams.

"This development shows that one of Cisco's gold partners can play on a multinational level," said Keith Humphreys, an analyst at EuroLAN research.

Nick Watson, head of unified channels UK at Cisco, said that HSBC had to see real commitment from Dimension Data and Cisco before it awarded the contract.

"Dimension Data was involved in negotiations at the senior level with HSBC and Cisco and this made the difference. The customer needed to know the level of commitment from the partner and Cisco," he said, adding that Cisco was very supportive of all its short-listed partners.

Bruce Watson, executive chairman at Dimension Data UK, said in a statement: "This is a major win for us and supports our ongoing strategy to provide IT services to multinational organisations."

Dimension Data said that its global reach through GSOA, the company's Cisco Gold partner status in all regions and the single point of management for procurement, services and support it offered through its logistics, had all helped it to win the contract.

"It can operate globally because it has a true worldwide presence," said Humphreys, adding that it needed to build its US presence because that is where most multinational contracts emanate. "It is doing that now with three recent acquisitions in the US," he explained.

In the US Dimension Data has recently acquired Premier Systems Integrators for \$138m (£97.1m) as well as Proxicom when its \$448m topped a bid made by Compaq.

"Dimension Data is starting to think and act globally and this is a transition that we have seen over the last 18 months," said Watson.

He added that the reason it won the contract was because of its truly global presence and that the company was making powerful services statement to customers.

<http://crn.vnunet.com/News/1128321>

Marconi may cut a further 4000 jobs By Karl Flinders [15-01-2002] Troubled manufacturer still struggling to reduce debt

Troubled telecoms equipment manufacturer Marconi may cut an additional 4000 jobs as it attempts to reduce costs by an further £200m after reporting a fall in sales. The company today announced core sales of just over £1bn compared to £1.4bn in the previous quarter. The additional job cuts come on top of the 23 per cent reduction since September 2001, when the total workforce fell from 49,000 to 30,000.

"It is with regret that we have announced the need for further cost and job reductions, but we are determined not to be dependent on improvement in the market to return the group to profitability," said chief executive Mike Parton in a statement.

Keith Humphreys, an analyst at EuroLAN research, said that there was no sign of the telecoms market picking up yet. "Marconi got out of defence too early but they weren't to know," he explained.

An additional 9,200 jobs were cut through the recent sales of some of the company's non-core businesses, including its Commerce Systems and Data Systems units. It said that the new restructuring programme will be completed by March next year.

Marconi reported good progress towards its debt reduction amid a difficult market. Debt has reduced by about £800m from £4.3bn at the end of its second quarter. The firm's market value has dropped from £1.1bn to £1.05bn since yesterday.

<http://crn.vnunet.com/News/83391>

Dealers fight shy of e-commerce [14-05-1999] null

EuroLAN Research has warned that UK resellers stand to be left in an electronic dark age by both the US and Europe if they do not embrace e-commerce. A report from EuroLAN on the state of e-commerce within the UK's reseller community revealed mixed responses but highlighted concerns. According to the research, carried out between February and March, only 38 per cent of UK resellers are actively involved in e-commerce. About 74 per cent of that group are buying, 58 per cent selling and 32 per cent doing both.

However, resellers acknowledged that e-commerce will become an integral part of the business environment, with 71 per cent planning to use the Net for purchasing - the majority within 12 months.

The earliest adopters were network integrators and mail-order companies, but the group that was resisting the change most fervently was Vars targeting niche markets.

About 93 per cent of resellers perceived the main benefit to be time saving and 36 per cent cost saving. The main worries were lack of security, loss of personal contact with distributors and clients, lack of internal resources to implement a system, time, and a perceived steep learning curve.

Keith Humphreys, analyst at EuroLAN, warned that Europe was already outpacing the UK. 'There is a degree of short-sightedness in the UK,' he said. 'Resellers are adopting e-commerce in Germany, the Netherlands and Scandinavia, but there is a reluctance and lack of motivation in the UK. They have to accept that their role in life is going to change.'

David Kerrell, e-business manager at Hyperchannel Distribution, said: 'Dealers must realise it will allow them to do out-of-hours business, cutting the value chain. They can have an electronic role - they can become the hub or portal of business.'

computing

<http://www.computing.co.uk/News/1132458>

London Ethernet services go the extra mile By Karl Flinders [10-06-2002] 85km backbone network loops around London

London Electricity Group's (LE Group) spin-off, 51 Degrees, is partnering with Cisco to deliver last mile gigabit metropolitan Ethernet services to businesses in London. All businesses within the M25 are now being offered broadband access at speeds ranging from 10 to 100Mbps per second into a metro core network.

For the last year 51 Degrees has been laying fibre optic communications cables alongside the LE Group's 30,000km electricity network. The 85km backbone network loops London with extensions into the city's busiest areas, enabling last mile connectivity.

The company's existing network allowed it to make savings when laying the cables, which will be passed on to customers when pricing.

"It will be cost-effective for our end-customers because we already have rights of way and pre-installed infrastructure that has allowed us to lay fibre cost-effectively," said Helen Simpson, marketing programmes manager at 51 Degrees. "This has given us access to margins that other carriers cannot offer."

She added that specific pricing would be dependent on whatever route is used.

Phil Sorsky, director of cable operations at Cisco, said: "The 51 Degrees physical network allows any building within the M25 to link to the fibre network."

51 Degrees will now use Cisco's metro Ethernet switches to deliver gigabit to London customers. "[Cisco's] role is to deploy at the electronic layer and enable IP-based services," said Sorsky.

Simpson said the Cisco technology would be used throughout the network to drive Ethernet. "We are using Cisco technology on the backbone and the spurs going into busy areas. This will allow us to scale from 10 to 100Mbps."

Keith Humphreys, analyst at EuroLAN Research, believes that Building Local Exchange Carriers (bLECs) present a great opportunity in the UK.

"Lighting up a building allows the landlord to reclassify his property portfolio at a higher valuation. We have seen the success of US bLECs, such as IntelliSpace in New York, and wondered why a UK company could not replicate the model," he said.

<http://www.vnunet.com/News/1129652>

Real-time network tracking for non-techies By Peter Williams [01-03-2002] Software to be released in April

Business users will soon be able to view their complete IT network operations and the bandwidth being used, in an understandable format and in real time. Netwatch, to be released on 9 April by Irish networking software provider Crannog Software, is designed to help non-IT managers

ensure valuable resources are being efficiently and appropriately used, as well as providing inter departmental usage charging information.

"Most people buy the old reliable network monitoring software," said Mark Kirwan, UK manager for Crannog.

"But these systems don't manage proactively in real time to determine usage and costs. Nor do they offer the information in a simple form that business managers can understand," he said.

The browser-based software displays the network graphically, showing the complete wide area network (Wan), with simple red-yellow-green 'traffic light' status indicators for each part.

Drill-down capabilities then provide more detailed information on the current status of network devices.

"If [Netwatch] is realistically priced it has a market," said Keith Humphreys, consultant at network analyst company EuroLan. "But it is probably more attractive for the SME [small and medium enterprise] market."

Installation is also designed for non-specialist staff. Kirwan said the software could be installed in about ten minutes. The one requirement is that devices all support Simple Network Management Protocol.

"The software integrates all company systems as one entity and offers real-time reporting," said Kirwan.

He said it did this by querying routers and other Netwatch devices, and logging results back to a central database to produce graphical reports in real-time.

Humphreys said Netwatch would meet stiff competition from other real-time monitoring software such as Chevin's TeVISTA. But Kirwan disputed this, saying TeVISTA was designed for local area networks. He added that there would be resellers supplying both products.

Kirwan was adamant that Netwatch had wider scope than other network management software, and explained that by accumulating historical information and continuously monitoring throughput, a very rapid return on investment could be achieved.

Other features include sending out of alerts and, using a Siemens M20 terminal, these can be sent as SMS messages to appropriate persons. Application performance monitoring is in development and is due for release later in the second quarter of the year.

Netwatch will retail for £9,950.

<http://www.computing.co.uk/News/1128124>

Cisco set to fill gaps with acquisitions By Karl Flinders [09-01-2002] Vendor says it will use \$19bn cash pile to buy in what customers want

Networking equipment giant Cisco plans to make between eight and 12 acquisitions this year, despite unclear growth prospects. Speaking at the Salomon Smith Barney Entertainment, Media and Telecommunications Conference this week, Cisco chief executive John Chambers said the company will use some of its \$19bn in cash to add products and services to its portfolio, depending on what customers want.

Keith Humphreys, an analyst at EuroLAN Research, explained that the two hot areas at the moment are IP telephony and security.

He suggested that security is an area in which Cisco could focus through acquisition. "Cisco needs a stronger position in the security market and a better security box would help this," he said.

George Sanger, sales director at Cisco reseller Xpert Systems, said: "If Cisco sneezes everyone catches a cold, so if it is buying companies it will be great for the market and could signal an end to the current recession with a return of confidence.

"Cisco does have areas that it needs to tighten up and virus detection and firewall products in the personal computing space is one area it might look at.

"We see personal firewalls and intrusion detection as a value-add business and, if Cisco helps to facilitate this, we would support it."

But Sanger pointed out that Cisco usually works with its Eco partners to incorporate their functionality into its products before it acquires them.



<http://www.networknews.co.uk/News/1128518>

Alcatel cuts 90 UK jobs By Karl Flinders [21-01-2002] Carrier Internetworking division hit by telecoms slowdown

Alcatel's Carrier Internetworking division has made 90 of its 244 UK workers redundant as it continues to suffer in the current telecoms slowdown. A spokeswoman confirmed the news but declined to comment. Carrier Internetworking was acquired from Newbridge Networks in 2000 in a deal that the company claimed at the time would make it one of the top players in the next-generation networking market. The acquisition combined Alcatel's expertise in fast internet access with Newbridge's strong ATM multi-service capabilities and targeted carriers as customers.

"Its main customers are telcos and it is having trouble because these customers are struggling and are just not buying," said Manny Pinon, sales and marketing director at Alcatel distribution partner Norwood Adam.

Keith Humphreys, an analyst at EuroLAN Research, said: "This does not shock me but I am surprised this didn't happen earlier."



http://www.01net.it/01NET/HP/0,1254,1_ART_31264,00.html

Acquisizioni in vista per Cisco Per quest'anno Cisco ha già pianificato da otto a dodici acquisizioni.

Per quest'anno Cisco ha pianificato da otto a dodici acquisizioni. John Chambers, Ceo della società, ha affermato che per le operazioni Cisco è pronta a usare parte dei 19 miliardi di dollari in contanti di cui dispone, in modo da aggiungere prodotti e servizi alla propria offerta. Keith

Humphreys, un analista di EuroLan Research, ha riferito che al momento le due aree scottanti del networking sono rappresentate dall'Ip telephony e dalla sicurezza, suggerendo proprio la security come primo settore in cui compiere acquisizioni strategiche. Da parte sua, il responsabile delle vendite di Cisco, George Sanger, ha commentato il consiglio, puntualizzando che i firewall personali e l'intrusion detection rappresentano i business a maggiore margine.

http://www.01net.it/01NET/HP/0,1254,0_ART_30290,00.html

Operatori networking, da enterprise-oriented a carrier-centric Alcatel, Ericsson, Lucent, Motorola, Nokia, Nortel e Siemens guidano la rivoluzione in atto, parola di Gartner Dataquest

L'attuale momento di recessione nell'industria delle telecomunicazioni condiziona il modo di fare business dei maggiori vendor che operano in ambito networking, che torneranno a fornire i grandi carrier telefonici. Lo sostengono gli analisti di Gartner Dataquest portando a esempio casi come Lucent Technologies e Nortel Networks, il cui attuale focus è decisamente diverso rispetto anche solo a 18 mesi fa.

Da parte sua Gartner sostiene che i principali vendor al mondo falliranno nel tentativo di diventare fornitori di tipo one-stop di tutti i dispositivi necessari ai carrier. Da parte loro, Alcatel, Ericsson, Lucent, Motorola, Nokia, Nortel e Siemens sembrano però del tutto intenzionate a diventare carrier-centric, a discapito del mercato enterprise. Questo, secondo Keith Humphreys, consulente presso la EuroLAN Research, comporterà una buona dose di rivalità tra le stesse per la conquista del 'nuovo' mercato, soprattutto in virtù del fatto la conversione da enterprise a carrier-oriented ha comportato la cessione di numerose risorse.

Degli otto principali vendor, Cisco Systems si muove invece in totale controtendenza. La società statunitense ha infatti dichiarato l'intenzione di rimanere orientata sulle imprese piuttosto che sui carrier. Una scelta giudicata positivamente da Humphreys che, alla luce della rifocalizzazione delle principali protagoniste del mercato, prevede si apriranno nuove opportunità di business in ambito enterprise per società come 3Com, Extreme Networks ed Enterasys.

3Com se enfoca nuevamente al mercado corporativo 03-09-2002

Después de dos años de abandonar el sector corporativo de la conmutación con su producto CoreBuilder, 3Com intenta su regreso a este segmento con el lanzamiento de una nueva gama de conmutadores para redes Lan.

La firma, que salió del mercado de conmutación corporativo hace dos años, pretende abordarlo de nuevo. Para ello cuenta con una estrategia agresiva y una gama de productos renovada. En su día, 3Com retiró CoreBuilder para centrarse en sus mercados de telefonía Lan, tarjetas de interface de red (NICs) y conectividad para pequeñas empresas. Este movimiento perjudicó a sus socios, puesto que muchos de ellos perdieron clientes. Sin embargo, la compañía, ante sus nuevos y agresivos planes de expansión, está tratando de firmar otra vez acuerdos de distribución corporativos para su Switch 4050. Según 3Com, su tecnología "Expandable Resilient Networking" permitirá a los clientes pagar por el uso de la red, reduciendo la necesidad de arriesgar en costosas actualizaciones. Por su parte, algunos analistas se muestran un tanto escépticos acerca de la respuesta del canal con respecto a las intenciones de 3Com de abordar el mercado corporativo. Así, Keith Humphreys, analista de EuroLAN, opina que "realmente, la compañía nunca dejó de lado el segmento corporativo, aunque después de abandonar CoreBuilder, le será un poco complicado volver a tener éxito con sus nuevos conmutadores".

<http://www.tradefair.co.uk/newsdoc/ESN%20Newsdesk,%20September%2025th%202001.htm>

3. NETWORKING SLUMP NOT BRUISING CHANNEL--YET

Dornach, Germany--Networking market woes hurting vendors aren't affecting the channel in the same way--yet. Ingram Macrotron's Michael

Kaack tells ESN networking equipment sales, while below expectations, are "pretty stable or partially increasing." VARs, too, report healthy sales. EuroLAN's Keith Humphreys however, warns the channel not to be lulled: "It's still quite worrying that people say they aren't seeing a downturn - they're kidding themselves."