



## Expand bolsters channel offering

Expand Networks, has reinforced its commitment to the UK channel with the appointment of Adam Davison as Channel Manager, UK & Ireland together with the launch of its newly developed Partner Accreditation Programme. These announcements follow a successful six months which has seen Expand launch into the UK market, develop a strong customer base and build its two tier channel model. And following the appointments of equiP Technologies and Futurelink Europe as distribution partners, reseller recruitment has increased 10 fold. A seasoned channel professional, Davison brings a wealth of experience to the growing Expand team. One of Davison's first priorities is the roll-out of Expand's Partner Accreditation Programme to its existing reseller base. Through a series of planned events Davison will outline the clear benefits resellers will

receive by signing up to the programme, which include sales and technical training, demonstration equipment, sales and marketing tools and support services. Furthermore all accredited resellers will benefit from lead generation activities and receive additional margin on sales. 'Adam's experience, expertise and knowledge of the UK channel will be vital in rolling out the programme to deliver our partners a more profitable part of the bandwidth market,' explained Scott Dobson, regional manager Northern Europe, Expand Networks. 'Through our Partner Accreditation Programme we aim to offer the technical expertise, support, service and practical sales tools required to address the burgeoning enterprise bandwidth market.'

