



Compression puts squeeze on fixed line resale sector

DEALERS that rely on sales of fixed lines are facing tough times, warns Expand Networks, the firm which has the lion's share of the compression services market.

Expand Networks has just launched a new channel strategy based on the resale of compression services, a technology which channel manager Adam Davison says will signal the demise of fixed line business.

The fastest growth market in comms is in selling compression services, says NRG Research. Industry analysts found that companies have realised that it is cheaper to squeeze more performance out of existing networks than to upgrade.

Davison said: "As companies generate more data, their networks can't cope. They can upgrade their lines, which might be costly, or buy devices to compress the data to a quarter of its size, which is a one off payment."

Expand launched an installation wizard that lowers the barriers to entry to this market. The menu driven system can be understood by a layman, says Davison: "For a Cisco certified engineer, configuring an entire network, would be ten minutes work."

Expand also launched a Professional Services offering to the channel, a managed service which comms dealers can sell under their own brand.

This follows the unveiling of a series of pre-sales tools, such as the online product configurator, which calculates three different quotes for potential customers and prepares a spreadsheet illustrating the comms cost savings.

"We're doing everything we can to make sales easier for the channel," says Davison.