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Expand plans to beat downturn with trade up programme

By Alex Scroton

18 November 2008

WAN optimisation provider [Expand Networks](#) has upped the ante in the price wars by launching a trade up/buyback programme that it claims will help customers renew their ROI on existing infrastructure during the downturn.

The programme is applicable to all Expand Networks gear and will also be extended to customers using equivalent kit from its competitors, which include names such as Blue Coat, Juniper and Riverbed among others.

Expand corporate vice president of sales and marketing Adam Davison said that the programme – which will be made available to end user buyers in the UK through Expand's accredited partner programme – would allow customers to cost-effectively scale their infrastructure and support virtualisation implementations if needed.

"With IT budgets under intense scrutiny and likely to be reduced, companies need to extend the capabilities of their existing infrastructure and implement new initiatives without upgrading [it]," Davison added.