

LAN Systems integrates with Westcon Australia

Channel service providers combine to give more effective logistics, configuration, professional and technical services

LAN Systems and Westcon Australia are set to combine. The combination of the two local Westcon Group operations will give their vendors and customers more effective and extensive service offerings in terms of logistics, configuration, credit, professional and technical services.

From September 1, 2001, LAN Systems will become the sole trading entity for the Westcon Group in Australia. All staff from Westcon Australia will be retained and the senior management teams of both companies will be combined. Westcon's sales and marketing staff, customers and vendors will be integrated into LAN Systems.

Nick Verykios, Group General Manager of LAN Systems said, "A key driver for the integration was that our customers wanted to deal with one central entity for all their networking and communications needs. The integration also delivers cost reduction to our business, giving us more effective use of funds to grow into new markets, reaching new customers in new verticals.

"This consolidation creates a tighter focus for the Westcon Group in Australia. Our combined staff will now be working together to build more business for our vendors rather than competing with each other for the same business. Our marketing strategy is also enhanced by a larger team which will work closely with our vendor partners, managing their channel strategy, while also analysing new business opportunities," said Nick.

Alan Marc Smith, CEO and President of Westcon Group, Inc. said, "The combination of LAN Systems and Westcon Australia gives us the ability to leverage a wider range of resources as well as allowing us to serve our customers with an even greater breadth of value offerings for total connectivity solutions."

As part of a larger company, the combined LAN Systems and Westcon staff will have greater scope for career progression. LAN Systems will also take its very successful channel services model to a larger customer base.

Kent Brooks, Managing Director of Netstar said, "We have worked with both LAN Systems and Westcon for some time, and there are clear benefits in our continued partnership with a combined channel. NetStar will have access to a greater pool of expertise and opportunities for greater market reach and penetration due to the combined team covering a wider sector of the market.

"We are experiencing significant growth in our networking business, and the ability to leverage a larger range of networking products and the efficiencies of scale being passed down the line is very welcome. As an added benefit, the retention of all Westcon Australia's account representatives means we will maintain our personal working relationships," said Kent Brooks.

Sue Stokes, National Channels Manager with Check Point said, "Check Point welcomes the integration of LAN Systems and Westcon Australia. Dealing with one Westcon Group channel service provider instead of two will save us time and streamline our channel processes. The larger LAN Systems integrated marketing team will also be able to provide us with enhanced account service and engage in more pro-active market development activities."

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