

SMS eTechnologies Predicts NBN Rapid Rollout Will Ramp Up Sales of IT Security Services to Small Business

SMS eTechnologies has today announced an expansion of their partnership with ZyXEL, a major vendor of IT security solutions for small businesses.

SMS eTechnologies is a specialist distributor of IT security solutions, who have strong long-term partnerships with hundreds of technology retailers and resellers across Australia and New Zealand. The partnership will see SMS eTechnologies handle ZyXEL's Business Networking Solutions. The product range is designed specifically to meet the needs of small to medium sized office environments, and includes business grade security appliances and services, wireless LAN access points, and gigabit ethernet switches.

The partnership covers both Australia and New Zealand, with SMS eTechnologies providing marketing, presales training, and local technical support for ZyXEL products.

Colin Westbury, SMS eTechnologies General Manager explained, "The NBN in Australia and UFB in New Zealand are creating a huge business opportunity for IT resellers. Small businesses will need to improve their IT security systems to cope with these faster Internet services."

Colin Westbury continued, "Many of the IT security solutions in the market are just too complicated from a support perspective. ZyXEL have put a lot of work into simplifying the administration of their appliances, making it easy for IT service providers to profitably sell remotely managed security services to their clients."

The ZyXEL Unified Security Gateway product range includes a complete range of Firewall, Anti-Virus, VPN, Content Filtering, and VPN functions in a single appliance. The appliances are available in a number of form factors, ranging from solutions suitable for offices with 5 employees, to larger appliances suitable for an office with 200 employees.

ZyXEL currently has 54% worldwide market share for Integrated Security Appliances costing less than \$500 USD, according to Infonetics Research. This is approximately 3 times the worldwide market share of their nearest competitor.

Colin Westbury concluded, "Many of the IT resellers we are talking to are looking to sell security services to their clients, rather than just selling a box. ZyXEL solutions are geared towards making this easy for IT resellers who service the small business market. To help us cope with demand for these solutions, we are planning to grow our team over the next few months, adding 6 new team members in Australia, and another 2 in New Zealand."

About SMS eTechnologies

SMS eTechnologies is a specialist distributor of IT security solutions. Founded in 2003, they have developed strong long-term partnerships with hundreds of technology retailers and resellers across Australia and New Zealand, supporting their clients with in-depth presales training, marketing programs, and after sales technical support.

SMS eTechnologies is based in Melbourne, with offices in Sydney, Brisbane, Adelaide, Perth, Auckland and Wellington. They have distribution partnerships with ZyXEL, AppAssure, Kaspersky Lab, Gwava Technologies, and Nexic.

For more information visit www.smsetechnologies.com.au