

Whitegold secures Stonesoft distribution

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Stonesoft Corporation has appointed Sydney-based niche player Whitegold Solutions as the sole Australian distributor of its enterprise security and high availability software.

The Finnish security outfit has 15 reseller partners across the country but growing the channel by bundling the firewall software with an appliance and proactively generating sales leads will be one of the first tasks undertaken by Whitegold.

“This will open up a new market of resellers we can target but we have no intention of mass marketing the product because we want to keep the margins there for the channel,” national sales manager for Whitegold Solutions, Jonathan Odria, said. “Having too many partners would make that difficult. We will be assessing what the existing partners are already doing and will look to increase the total number of resellers to 20.”

Odria said Stonesoft was concerned about the lack of ongoing maintenance generated by resellers for its product in the Australian market, a problem which Whitegold planned to tackle proactively.

“We will be conducting direct marketing to existing end users and also conducting a telemarketing campaign to develop leads among prospective leads for our channel partners,” he said.

Acting Australia/New Zealand territory manager for Stonesoft, Matthew Butler, said the company was looking forward to working with a distributor that had a strong focus on security. LAN Systems will continue to distribute Stonesoft in New Zealand.

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