

Resolutions MSP opts for pure channel play in EMEA market.

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Recognised as having a 'Technology of Exceptional potential' UK Trade & Investment's Global Entrepreneur programme gives new company immediate Greenlight status.

London, UK. SaaS (Software as a Service) provider Resolutions MSP has today announced that it will be adopting a pure channel model for its EMEA operations. Helen Wood, who recently joined the company as a director, to spearhead the EMEA business, confirmed that this choice of go-to-market strategy would best ensure that the high growth expectations around this technology could be met.

In a position to add significant value to the channel model as a result of many years of working in, and with, channel partners - latterly as channel sales director with Symantec and formerly VERITAS - Wood will be introducing a series of best practices along with a detailed knowledge of what works in order to get to the desired business results faster, and more effectively, for all parties.

Commenting on the decision Wood said "This isn't a technology that I've recently stumbled across. Resolutions MSP is dedicated to bringing a quality tried and tested technology to EMEA from a 10 year track record in the USA. Not only does it cut through all the confusion and hype around SaaS but it enables the channel partner to enter into this market with ease. Resellers will be able to deliver all the benefits associated with SaaS without the associated perceived headaches and risk to immediately deliver strategic value to customers by offering proactive monitoring, reporting and management advice alongside identifying areas for potential improvements. This in turn will also encourage a more consultative and dynamic channel model to emerge as resellers feel more confident about approaching this lucrative market."

Resolutions MSP brings a Software-as-a-Service (SaaS) anti-virus and backup & recovery solution to small to medium sized companies' market, with innovative web-based administration allowing centralised management anytime from anywhere. Recently recognised as having a 'Technology of Exceptional potential' the company has also now been awarded Greenlight status by UK Trade & Investment's Global Entrepreneur programme, which will offer support to establish the company and its offering in the UK and EMEA.

Derek Goodwin, Head of UK Trade & Investment's Global Entrepreneur Programme, said, "Resolutions MSP's technology offers unique business opportunities in the SaaS market. We are delighted to have the company in the Global Entrepreneur Programme and will be providing key strategic assistance to help the company's expansion across Europe, Middle East and Africa from its UK headquarters."

With the experience, knowledge, toolset and agility to adapt to support resellers that can see the benefits of adopting SaaS, but that also need advice on how to implement it, Resolutions MSP can support project planning, strategy and implementation as well as advising on ongoing customer management. The MSP Resolutions model also offers substantial benefits through its payment options as the reseller is able to extend to its customer's a choice of pricing policies to best suit their businesses.

"I absolutely believe that this solution will help our channel partners to further improve customer retention levels as well as boosting revenue streams," added Wood. "Even the most conservative of

this is without doubt a great time for resellers to move into this space.”

For more information on Resolutions MSP's managed security, backup and recovery solutions, or to arrange a hands-on demonstration, please email partners@resolutionsmsp.co.uk or visit the website at www.resolutionsMSP.co.uk

Photography available upon request.

About UK Trade & Investment's Global Entrepreneur Programme

UK Trade & Investment's Global Entrepreneur Programme (GEP) enables entrepreneur-led, early stage technology companies from all over the world globalise their businesses from a UK hub. To achieve this, the GEP harnesses the insight, networks and experience of successful entrepreneurs to help identify and accelerate the world's best early-stage technology businesses to international success.

For further information on UK Trade & Investment's Global Entrepreneur Programme(GEP) please visit the website at: www.entrepreneurs.gov.uk

About Resolutions MSP:

Resolutions MSP is software as a service (SaaS) anti-malware and backup and recovery solutions for the small to medium enterprise market with innovative web-based administration allowing centralised management anytime from anywhere.

Headquartered in London, Resolutions MSP EMEA is run by experienced a technically and commercially savvy team with 30 years combined experience.

For further information please visit the website at: www.resolutionsmsp.co.uk

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