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Cisco Solutions Center at Tech Data Opens World of Opportunity for VARs



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Tech Data Corporation today debuted one of the channel's most cutting-edge solution centers completely dedicated to Cisco networking and collaboration technologies.

With close to \$1 million worth of Cisco equipment, the 650-square-foot Cisco Solutions Center at Tech Data is a modern technology showcase, where resellers and their customers can gain hands-on experience with the latest Cisco solutions.

"From providing more Cisco technical training than any other distributor to developing unique e-business tools tailored to their needs, Tech Data's support for Cisco resellers is unmatched," said Tech Data Vice President, Networking Product Marketing, Chuck Bartlett. "With the Cisco Solutions Center at Tech Data, we are strengthening our industry-leading support of Cisco resellers by giving them access to a Cisco sales, technical and educational resource unlike any other in the channel today."



With the new Cisco Solutions Center, Cisco resellers all over the U.S. can learn about everything from Cisco's small business networks to enterprise-class, advanced technology solutions. The center comprises several solutions stations and can be reconfigured or equipped upon request with any Cisco products available through Tech Data.

"The Cisco Solutions Center at Tech Data will feature nearly all the Cisco product and solutions Tech Data carries," said Julie Hens, Vice President, Channels U.S./Canada Distribution at Cisco. "The new facility provides our valued partners with an engaging environment to showcase Cisco solutions, host trainings, and deliver a strong, professional impression to customers that puts them one step ahead of the competition and helps maximize profitability."

Utilizing a wireless Cisco network and featuring the manufacturer's Digital Media System to augment product demonstrations with dynamic digital signage, the Cisco Solutions Center at Tech Data solutions stations include:

- Security and Network Management – Help prevent unauthorized network intrusions and proactively block other potential threats with Cisco Security Monitoring, Analysis and Response System (MARS); Cisco Adaptive Security Appliances (ASA) for anti-virus, content filtering and firewalls; Cisco Network Admission Control (NAC); Cisco Security Manager; and Cisco Wireless Control System for wireless network planning, configuration and management.
- Unified Communications – Enterprise-class collaboration solutions for more efficient communication and information sharing between employees, customers and other stakeholders powered by Cisco Unified Communications Manager, router, switch, IP phone, wireless phone and video phone.
- Enterprise Teleworker – Strong, high-end remote-worker solution powered by the new Cisco Virtual Office, which packages routing, switching, security, wireless, IP telephony and policy control technology into a centrally managed solution providing highly secure video, voice, data and wireless service to remote workers at home or at branch offices.
- Small Business – Complete networking and communications solutions for small and medium businesses (SMBs), including Cisco SMB switches, routers, network-attached storage, call processing, IP phones and video surveillance cameras.
- Enterprise Call Center – Call center solutions powered by Cisco Unified Contact Center Express demonstrates both agent and supervisor IP phones, and capabilities for running and managing a call center, as well as features like interactive voice response menus and options selection.
- Vertical Market – Cisco Unified Communications Solutions and IPcelerate software demonstrate advanced capabilities for managing an integrated retail environment, including time management for hourly employees, scheduling and reporting functionality.

In addition, the Cisco Solutions Center at Tech Data will offer a wide range of educational activities. Resellers can use the solutions center to train and educate their sales and technical staffs with the latest Cisco solutions. Tech Data's Cisco systems engineers, product sales champions and other on-site resources will be available to assist and reconfigure the facility as new products are released.

The Cisco Solutions Center at Tech Data is a free service available to Tech Data customers. Resellers should contact their Tech Data sales representative or dedicated Cisco team to arrange on-site or remote solutions demonstrations.

Tech Data Corporation is one of the world's largest distributors of technology products from IT hardware and software producers. Tech Data serves more than 100,000 IT solution providers in over 100 countries. Every day, these value-added resellers depend on Tech Data to cost-effectively support the technology needs of end users, including small and medium businesses (SMB), large enterprises and government agencies.

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