

News

fluid Operations Launches European Distribution Channel Program

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WALLDORF, Germany – fluid Operations™, the leading provider of innovative cloud and data management software based on semantic technologies, launched today its European Distribution Channel Program. “Every software startup needs to prove its value-add to customers and fluid Operations has been working in a direct sales model so far and with two strategic partners”, said Andreas Eberhart, Managing Director at fluid Operations. “Since its foundation, fluid Operations has won major prominent customers and has received high recognition by leading market research analysts such as Gartner and the Experton Group. We feel that it is the right time to establish a profitable and long-term joint business with the Distribution Channel. The Distribution Channel Partners are trusted advisors to our joint customers and they simplify their lives by taking away the burden of having to deal with the myriad of vendors in the market.”

The value-added distributors taking part in the distribution channel benefit from close relationships to fluid Operations, and receive technical trainings on fluid Operations solutions, access to the company’s partner portal, as well as support and professional services. In turn, the distributors will offer targeted sales, technical and business development training to its channel resellers to help them get certified and generate greater sales and service opportunities. An important part of the distribution channel program is to ensure investment protection of the partners’ sales and presales efforts from day one. Therefore, the Distribution Channel Program will start with a Deal Registration that offers high rebates for partners who jointly work on opportunities. The rebate program applies for reselling as well as for referral partners.

According to Thomas Kucher, Strategic Sales Executive Channel/Distribution at fluid Operations, “fluid Operations is ready to do the transformation from direct to partner sales. We have built references that document the unique value of our solutions. Working with fluid Operations opens up a new and high margin product and services business. We know exactly who has the best access to the customers and we are fully committed to partner sales. Cloud Computing has started to be a buzz word for everything. fluid Operations focuses on the private cloud enablement, but we support customers to extend their private clouds to public cloud services. We understand private cloud as a framework to deliver higher level abstraction on top of virtualized IT and Data, and we see that the private cloud is taking off quite rapidly and new models are evolving fast, for example customer-managed services in combination with customer self-services. This is a model that fits very well with small to medium sized customers, and it allows partners to provide managed services but to also offer self-services for their customers and enable to deploy and manage IT without IT knowledge.”

Powerful Cloud And Data Management Solutions from fluid Operations

fluid Operations strives to provide companies with next generation technologies for IT as an on-demand service and always keeps track of new and promising developments. To this end, fluidOps

provides innovative cloud computing based on semantic technologies. The goal is to deliver solutions that will reduce our customers' workloads and empower their businesses.

The eCloudManager™ Product Suite delivers an innovative one-console solution for private and public cloud operations management, spanning infrastructure, virtualization and application stacks. The eCloudManager enables enterprises of all sizes to build and run private, public or hybrid clouds with a modular, flexible, scalable and open architecture and with seamless integration to existing storage, network, virtual and physical compute, and application providers.

With the Information Workbench, fluid Operations delivers a web-based platform for Linked Data solutions in the enterprise. Designed as a self-service platform, the Information Workbench provides users with all the tools and features they need to quickly build their personal Linked Data applications. It integrates and correlates information from enterprise internal data sources with public information available on the Web and allows for semantic access and intelligent search across the whole dataset and beyond the boundaries of individual data silos.

About fluid Operations:

fluid Operations™ (fluidOps) is the provider of an innovative cloud and data management platform based on semantic technologies, for complex, virtualized and physical enterprise environments. This includes the creation of a flexible cloud infrastructure, the rapid provisioning of enterprise application landscapes through a self-service portal as Landscape as a Service (LaaS)™, as well as the collection, correlation and documentation of structured and unstructured data to enable the automated handling of the daily operations of a private or public eCloud. For more information about fluidOps and its solutions please visit www.fluidOps.com.

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