

## CONVERGENCE NEWCOMER MAKES COMMS NATIONAL AWARDS FINAL

### VAD Wick Hill makes big impact on convergence market

Woking, Surrey: 22<sup>nd</sup> October 2010 - Recent entrant to the convergence market, VAD Wick Hill, was recognised as a force to be reckoned with at the CNA (Comms National Awards) ceremony(1), when it was placed as one of only four finalists in the 'Distributor of the Year Voice/Convergence' category.

The company, which expanded into the convergence arena just over a year ago, has rapidly established itself as a leading converged voice/data value added distributor, reflecting in part the importance of this rapidly growing area in the comms industry.

Ian Kilpatrick, chairman Wick Hill Group commented: "Wick Hill comes from a data background, with a strong emphasis on security. There was a gap for a market-making value added distributor like ourselves, who was able to show voice resellers the opportunities in convergence, extend their knowledge of the data element, and provide strong support to help them grow in this profitable and expanding area.

Similarly, we have educated data and networking resellers on the opportunities available for them in convergence.

"We are confident in the potential of this market and have made a major investment in it. We have taken on new staff and formed distributor relationships with leading comms and convergence vendors including Panasonic, Sipera, Samsung, Oak, Gamma Telecom and Yealink.

"We are absolutely delighted at becoming a finalist so quickly for this important award. It is a great reflection on the efforts and success of the Wick Hill team in providing service and support to our channel partners. We have a total belief in the growing importance of the convergence sector, and this recognition from the CNA has motivated us even more to build on our strong beginning and expand further in this area."

### **About Wick Hill**

Established in 1976, value added distributor Wick Hill specialises in secure IP infrastructure solutions. The company sources and delivers best-of-breed, easy-to-use solutions through its channel partners, with a portfolio that covers security, performance, access, networking, unified communications and hosted solutions.

Wick Hill is part of the Wick Hill Group, based in Woking, Surrey with sister offices in Hamburg. Wick Hill is particularly focused on providing a wide range of value added support for its channel partners. This includes a strong lead generation and conversion programme, technical and consultancy support for reseller partners in every stage of the sales process, and extensive training facilities.

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1. The Comms National Awards ceremony took place on Thursday, October 14<sup>th</sup>, 2010 at the London Hilton on Park Lane

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