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Intransa seeks tier-2 partners to push its IP-SAN solutions

The new inductees could include security or storage vendors who have already sold servers to their clients and now want to help the latter graduate to a more cost-effective and scalable storage environment

[Vinita Bhatia](#)

Tuesday, April 26, 2005



storage environment. "We are especially seeking partners who have got good domain knowledge and customer base in the SMB customer segment," said Vaidyanathan Iyer, Country Manager-India, Intransa, Inc.

Intransa has adopted a 100% channel model for its sale. Its tier-1 partners include Ingram Micro, HCL Peripherals and SES Technologies. Tier-2 partners will be facilitated through these tier-1 players and the company has already managed to set up a base of 40 partners.

Vaidyanathan noted that selling Intransa's IP-SAN solutions would be a viable option for most systems integrators (SI) and solution providers in the country as they do not need more than a simple training on this

Storage vendor Intransa Inc is looking out for mid-sized solution providers to promote its family of IP-SAN solutions. The new inductees could include security or storage vendors who have already sold servers to their clients and now want to help the latter graduate to a more cost-effective and scalable

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platform. Also, as more and more companies look towards IP-SAN due to regulatory compliance and its cost-effectiveness, shifting to this technology will be a natural progression to most partners.

"Our SI partners need to have good IT knowledge, concept of storage as a technology and a good contact base," added Vaidyanathan. They need not even invest into creating a new division for this business line. Even consultants who can build an architecture around Intrinsa's solutions will be consider for induction into its channel ranks.

Talking about how Intrinsa will develop this channel after bringing it on board, Vaidyanathan said that the company would empower them with training, support, technology and handholding while making sales pitches. It will also have certification programs to grade partners, depending on their technical skill sets.

In case of multiple channel bids for the same clientele, Intrinsa will choose the partner that is most loyal to it, and therefore eliminate duplicity. "We will utilize the strength of the right partner at the right place," he noted.

To help partners showcase Intrinsa's proficiency in IP-SAN solutions, the company has set up a proof of concept (PoC) center at it R&D facility in Pune. It will open another PoC in Bangalore shortly. The vendor is also working with partners who want to open smaller PoCs in their own offices. "We provide them with Intrinsa systems on an evaluation basis along with demo units," remarked Vaidyanathan.

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