

How the channel can facilitate the security journey for organisations

When it comes to security, the channel plays an important role in helping organisations navigate their journey. Channel partners can help raise awareness and help customers plan to comply with new mandatory data breach reporting requirements, according to Wavelink.

Hugo Hutchinson, Wavelink's national business development manager for Fortinet, said, "Organisations are constantly looking to technology to support business outcomes and drive business growth. To do this, they require partners that can support, manage and accelerate this. Security is an important part of this."

To be successful the channel needs to be able to facilitate security conversations with all levels of business leadership, from the CEO to managing directors and CIOs. This requires a terminology change that is less about technology and more about mitigating risk, and supporting organisational goals.

Hugo Hutchinson said, "To do this the channel needs to be up to speed with the current security and threat environment, and have regular training. All of this will help the channel communicate to organisations the importance of security investment in such a way that organisations will be receptive and willing to prioritise it."

This is where vendor and distributor relationships are so important.

Hugo Hutchinson said, "As an extension of the vendor, distributors play a critical part in relaying information to resellers so they stay up to date, are aware of product, service and market changes, and receive training. For Wavelink, taking a multi-pronged approach to helping channel partners ensures that it is helping them assist customers in reaching their security goals.

"Through investment in in-house expertise to facilitate reseller growth, information sharing, workshops, webinars and promotions, Wavelink is proactive in ensuring its resellers are trained and upskilled in security to drive conversations with customers based on their understanding of organisational challenges and requirements in today's complex security environment."

-ENDS-

About Wavelink

Wavelink specialises in the supply, marketing and support of a range of leading edge technology solutions for the mobile enterprise. Wavelink distributes a range of products from Spectralink, Fortinet, Spok, Olinqua and Digium. For more information please contact Wavelink on 1300 147 000.