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 ITChannelVision™  
A Gartner Event

October 10, 2005

Issue 2



### AMD's Server Smackdown [see page 2](#) ▶

What do masked professional wrestlers, a giant-headed Michael Dell and a presenter in a wrestling singlet have to do with the channel? A surprising amount, as AMD shows why the channel should be tag-teaming with its Opteron processors.

### Intel previews "biggest channel investment ever" [see page 3](#) ▶

The chipmaker's Steve Dallman offers a first look at coming big spend on increasing the whitebook market, and gives solution providers plans for growing markets like digital home entertainment and healthcare.

### Recruitment a growing problem [see page 4](#) ▶

Key issues driving the channel value chain include recruiting and retaining talent, issues that will only get harder; other pain points include how to determine compensation, and exhibitors not following up with attendees after these events.

### Associations open arms, and doors [see page 6](#) ▶

Computing Technology Industry Association, the Association of Channel Resellers, and the Storage Networking Industry Association are rolling out new programs, networking and recruiting at IT ChannelVision Fall.

### The computer guy's son gets his MBA [see page 7](#) ▶

The moral of this fable is that nobody can sell to SMBs as well as VARs can because they provide the relationships, trust, comfort and care. Simple? Yes. And it works!

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## Tuesday At A Glance

7:30am – 8:30am  
**Networking Breakfast**

8:30am – 10:35am  
**Private Boardroom Appointments**

9:30am – 10:20 am  
**Industry Insight** (Vendors Only)  
The Changing IT Distribution Landscape

9:45am – 10:30am  
**Platinum World Premiere Presentation:**  
**Microsoft** – Winning with Partners  
(System Builders, VARs & Digital Home Resellers)

10:45am – 11:35am  
**Industry Insight**  
(System Builders & Digital Home Resellers)  
Making Money with the Digital Home:  
Fact or Fiction?

10:45am – 11:35am  
**Industry Insight**  
(VARs & Solution Providers)  
Vertical Markets: Key Strategies and  
Emerging Technology Opportunities

11:45am – 12:45pm  
**Networking Luncheon:**  
Annual Reseller Advocate Magazine  
Awards Presentation

12:45pm – 1:40pm  
**Industry Insight**  
(System Builders & Digital Home Resellers)  
PC Industry Emerging Technologies and  
Trends

12:45pm – 1:40pm  
**Industry Insight**  
(VARs & Solution Providers)  
Are You Ready for Utility Computing?

1:50pm – 3:00pm  
**Private Boardroom Appointments**

3:05pm – 5:45pm  
**IT Solution Center™**

6:30pm – 7:00pm  
**Cocktail Reception**

7:00pm – 10:00pm  
**"Best of IT ChannelVision Awards™"**  
Dinner and Celebration

10:00pm – Midnight  
**After Awards Celebration**



AMD World Premiere ◀

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## AMD's Server Smackdown

By Robert Dutt

Your average keynote does not include a professional wrestling match between two masked combatants, a giant-headed Michael Dell taunting the crowd, or a featured speaker appearing in little more than a wrestling singlet and boots.

So it's no surprise that Monday morning's Platinum World Premiere Presentation, courtesy of Advanced Micro Devices, was the talk of the conference after the high-energy show that included a wrestling match between the Green Machine (representing AMD) and the evil Blue Monster (representing an unnamed but familiar competitor.)

In the singlet (until he had a chance to change into more traditional public speaking attire) was John Morris, director of marketing at AMD, who led resellers in attendance through a look at how to expand their business by selling servers based on AMD's Opteron server lineup.

"Traditionally, we've been a company that's enjoyed share of mind with desktop enthusiasts, and over the last couple of years, through a broad product portfolio, we've really enjoyed getting into new markets, with servers," Morris said.

The wrestling theme coincides with AMD's broader "dual-core challenge," a gauntlet thrown down to competitors in the dual-core processor space to match up with AMD's dual-core Direct Connect Architecture, which the company says offers impressive jumps in both price performance and performance per watt of power used, an increasingly important measurement.

But the challenge is also extended to AMD's reseller partners, as Jon Green, director of channel market development for server products, pointed out. With dual-core processors offering impressive jumps in performance (up to 80 percent versus similarly clocked single-core chips), the time is right for the channel to be offering dual-core solutions to its customers. He touted a number of advantages to working with Opteron processors, including price and total cost of ownership benefits, performance jumps, and one point brought home by the presence of the aforementioned big-headed channel boogeyman.

"The fact that Mr. Dell hasn't come in and tried to snatch up Opteron can help you," he said. "There's a lot of competition around Dell out there, but we're offering you a real differentiator, a better solution."

The crew from AMD was joined on stage, and in the ring, by Dianna Rao, senior director of product marketing at ASI, to announce that Supermicro will now be providing server solutions based on AMD Opteron dual-core processors, and that ASI is the first distributor on board for those products -- with stock available at the show here Monday.

And for the record, the wrestling match ended with the dirty-fighting Blue Monster tossing the virtuous Green Machine out of the ring, where he was replaced by AMD's Morris, in the same grey singlet and green mask. The new Green Monster avoided a big punch, grabbed the Monster by the throat, and in a Herculean display of strength, hoisted the 280-pound beast into the air and slammed him to the mat for the pin fall.

The original Green Machine then followed up on that victory by chasing the giant-headed Michael Dell out of the room.

## The computer guy's son gets his MBA

By Robert Cohen

Joseph is the tech guy. As a kid he tinkered with every electronic gizmo. Upon high school graduation he went to work with a few buddies on the assembly line. In 1978 he married his high school sweetheart and Joseph Jr. (Joe) came a year later.

In the early '80s Joseph became known to his buddies as the 'go-to-guy' for getting their Commodores and TRS64s up and running. In 1985 Joseph quit the assembly line and opened The Computer Guy (TCG) operating out of his home. Joseph was the computer guy that could make all that techie stuff work. And his customers liked Joseph, he was one of the guys: attended their church, lived in their community, belonged to the same lodge, and drank at the same bars.

Joseph enjoyed his life: good wife, son, friends and business. Over time, Joseph's friends' businesses grew and they needed more computerization, so they called their computer guy. The business allowed Joseph to purchase a small home just outside the city and to pay for Joe's education.

In 2001 Joe graduated from university with an MBA and told his father that he wanted to work at TCG. Joseph was so proud as Joe explained that at school he learned that TCG had to start selling to larger enterprises: hire networking, security and storage specialists; develop a Web site allowing clients to order online; build professional accounting, sales and servicing teams; form a board of directors; and hire reps to deal directly with select strategic vendors and distributors. Joe had already spoken to the bank that agreed to take back a 75% mortgage on the family home to finance TCG's growth.

That night Joseph told his wife about Joe's plan. They were both concerned, but agreed that Joseph should retire to make room for their son the MBA.

Joseph watched TCG (now renamed The Computer Group) move into lavish offices, hire professionals, advertise in national publications. Joe bought an expensive home in the city and

a Porsche because he had to look like the president of a big company. Once in awhile Joseph's friends would call and ask him to do them a favor and help them get all that techie stuff working. Joseph was happy to help out.

Then one day Joe came to talk to Joseph. He explained to his father that ever since 9/11 computer sales have been down. Margins in the enterprise marketplace are low, competition for accounts is strong and vendors are competing directly against TCG for the accounts. TCG was bankrupt. Joe had to sell the house and car. Joseph told his son that he would find a way to pay the mortgage on the house and Joe and his wife moved back home with mom and dad.

Joseph felt sorry for his son who had worked so hard building TCG into an empire. That night Joseph and his wife talked. The next day Joseph started calling his friends and asking them if they had any need for his services. To Joseph's amazement, they all invited him back to be their 'computer guy'.



## SMBs are more loyal, more forgiving and allow their 'computer guy' to make higher margins.

According to Gartner Research, North American SMBs spend approximately \$180 billion per annum on IT products and services. They rarely have a formal IT department. Instead they rely on their 'computer guy' to act as their IT department, providing a trustworthy, reliable, one-stop solution that will make their tech stuff work. In return, SMBs are more loyal, more forgiving and allow their 'computer guy' to make higher margins. Unfortunately, Joe's MBA never taught SMBonomics.

Robert Cohen, a well-known channel advocate, is the founder and president of Integrated mar.com, publishers of eChannelLine, and chairs the ChannelLine Advisory Council. Since 1980 he has helped hundreds of vendors, distributors and resellers develop and implement strategic go-to-market programs, using a variety of direct, channel and hybrid models.

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## Recruitment a growing problem

By Steve Wexler

SAN DIEGO... The latest episode of the Larry & Mike show, aka Channel Town Hall Meeting – Optimizing the IT Channel Chain, presented by Larry Kesslin, president, Riverdale, NY-based 4-Profit and Mike Haines, research vice president, from the Gartner Business Strategies Group, focused on one of the dominant themes of the channel, recruiting and keeping talent. The second half of the two-part presentation before a standing-room-only audience, was an open-mike discussion of four of the top channel pain points, according to attendees of Gartner IT ChannelVision Fall 2005.

The task of recruiting good sales and technical talent is more important and challenging than ever, said the dynamic duo. Gartner research indicates that IT providers expect this task to be increasingly difficult, if not the channel's – and industry's -- most pressing inhibitor to success over the next few years. Some of the data presented is alarming, they agreed.



### Recruiting talent should be the number one process in business.

Almost 75 percent of solution providers do not have a recruitment process in place, said Kesslin. That's cause for extreme concern, especially when you consider the fact that only half of sales leaders do a good job, 55 percent are in the wrong job, and 20-25 percent of sales people produce the bulk of the sales.

There is a lot of work for the channel to do to get its recruiting house in order, said Kesslin.

"If you are not developing a funnel for talent, you need to. Your people are critical, so compromising is not an option."

When recruiting talent, Kesslin said, where possible, you want to find people who have existing customer relationships that they can bring with them. "I call that the transfer of wealth."

In addition to using your own staff and contacts to find these people, they suggested a number of other ways to find talent, including the traditional places of competitors and major vendors with training programs like IBM and HP. Adjacent markets can be a great source, said Haines. He

said you can train somebody with specific expertise to be a good sales person faster and easier than training a good sales person to be an expert.

The selling environment has become a lot more complex, and many of the required skills aren't easily recognized, he said. Most of the characteristics of a good sales person -- 90 percent -- are those he called below the water line. Rather than hire a candidate who was a straight-A student, he'd prefer a solid B student who got A's in the core subjects, but demonstrated the social skills in after-hour activities and community functions. Companies should also be interviewing their candidates' spouses to ensure that there will be a good cultural fit, rather than finding somebody who will leave because the job creates pressure on the home front.

Once you find and recruit these people, it's equally critical to ensure that they stay, stated Haines. "70 percent of your top sales people have been with you eight-plus years, so longevity is very important." The flip side, he said, is that your lowest-producing sales people have been with you the least amount of time, typically less than two years.

Hiring the wrong people can be disastrous, said Kesslin. "I don't think people really understand the cost of a bad hire."

And increasingly, sales teams with different strengths will be required. "I'm not sure the sales person today is one person," he said. "There is a lot to know for a sales person in this industry, and it's only going to get more complicated."

Haines said recruiting should be like putting together a bull pen. It takes time and effort, and recruiting should be a full-time process, with a number of potential candidates lined up in advance. In addition to ensuring you have good people available when required, it also helps 'motivate' existing staff, knowing that there are others waiting to fill their jobs.

How much are they worth to your business, asked Kesslin. "The future will be based on talent. Recruiting talent should be the number one process in business."

In addition to compensation, keys to recruiting and retaining top talent include having a successful business and providing a good work environment. If people aren't happy where they're working, they won't stay.

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## Associations open arms, and doors

By Steve Wexler

SAN DIEGO...Gartner IT ChannelVision Fall 2005 may be focused on the builders and sellers of IT solutions, but a number of industry associations are also participating. Three of them -- Computing Technology Industry Association (CompTIA), NASBA, the Association of Channel Resellers, and the Storage Networking Industry Association (SNIA) -- are rolling out new programs, sponsoring events, networking and recruiting.

NASBA is partnering with the Consumer Electronics Association (CEA) to give the channel an 'edge' in the digital home market. Gartner attendees will have the first chance to enroll in the NASBA Digital Home/Edge and Edge+ Membership programs. These programs will appeal to both the existing 14,000 members, as well as prospective members, said NASBA's Bill Booth, director of strategic directions. He said the association already has approximately 100 members actively involved in the digital home market, and he expects to grow that number significantly, especially as additional vendors join the programs over the next 30-plus days and offer increased membership benefits.

"We're going to try and help these guys understand the digital home market opportunity," said Booth. "We're going to be pretty aggressive with it."

NASBA recently did a channel survey for CES, and of the 300 respondents, 60 percent said they have attended CES, but only a small fraction of that number actually go for "serious business".

## CompTIA will also be rolling out some new certification programs centered around printers and telephony convergence

For \$100 annually, the NASBA Digital Home/Edge Membership offers priority access to: CEA resources such as preferred pricing on events and conferences, online training through www.CEKnowHow.com, a subscription to CE Vision magazine and the CEA Annual Report of '5 Technologies to Watch'; the International Consumer Electronics Show, January 5-8, 2006 in Las Vegas, with preferred pricing on conference and workshop sessions, a private invitation to NASBA's Digital Home Business Insight Session and Social, premium hotel availability at advance rates, ground transportation, and entry into CES Allied Association Lounges; supplementary NASBA membership services that include priority invitations and discounts on NASBA

Relationship Programs such as NASBA Technology Conferences and In-Touch programs, NASBA Digital Home Tele-Trainings, NASBA Sales Academy Quarterly Roundtables, NASBA Revenue Share Load programs, NASBA Vendor and Distributor partner programs, and more.

For \$300 annually, the Edge+ Membership includes all the benefits of an Edge Membership with premium NASBA and CEA resources such as: CEA TechHome® Membership offering online referrals, promotions, research, training and tools to increase sales in the digital home market; first right of refusal status for all NASBA Relationship Programs, and a 20% discount, with exclusive registration options, for monthly NASBA Digital Home Tele-Trainings. For more information, call Bill Booth at 949-729-2259, x237 or email bbooth@nasba.com to bring it home.

CompTIA will be focusing on a number of areas at IT ChannelVision, including its own digital home initiative, said the association's Ron Cohen. The organization launched a home integrator certification program last year, and two weeks ago signed up Ingram Micro as part of its HTI+ (Home Technology Integrator) advisory committee.

CompTIA HTI+ is a cross-industry, vendor-neutral credential that validates an IT professional's skills in integrated home networking technologies. Attaining this certification demonstrates mastery of core competencies in the installation, integration and troubleshooting of home security, audio/video, computer networks, electrical wiring, heating/air conditioning systems, cable/satellite, broadband, telecommunications, structured wiring, and other home sub-systems.

In addition to focusing on the digital home, CompTIA will also highlight the recently introduced RFID certification program at the Gartner event. Cohen said the association will also be rolling out some new certification programs centered around printers and telephony convergence.

Dedicated to driving future storage industry standards, best practices and education, the Storage Networking Industry Association (SNIA) is made up of more than 460 member companies and close to 7,000 individuals. With strong representation in the vendor and end-user communities, it wants to substantially increase its solution provider membership. It has created a new channel membership category and is offering a 20 percent reduction off of membership for joining during IT ChannelVision.

Key benefits of SNIA membership include: market entry, both here and abroad; lead generation; margins; differentiation through SNIA certification; credibility; and reduced rates on training.

In August the association announced a non-exclusive agreement with Computer Associates International, Inc. to significantly expand the availability of the association's vendor-neutral storage education, certification and training offerings.



## Intel previews "biggest channel investment ever"

By Robert Dutt

SAN DIEGO...Intel will soon be making its largest-ever investment in the channel, an investment that will be focused on opening up the mobile market to its channel partners.

Steve Dallman, senior director distribution and channel sales and marketing with Intel, told solution providers in his Monday noon World Premiere Presentation, that the investment would be coming within the next six weeks, and would be aimed at increasing its whitebook market. Whitebooks currently make up only one percent of Intel's overall mobile sales, but that number is growing at a lusty 22 percent. Mobile in general is growing at an incredible 30 percent year over year.

"We've done a lot to get you ready, but in the next four to six months, we'll see a very significant announcement coming up," Dallman said. "It's the largest investment we've ever made in the channel. We're getting out of the dugout and getting onto the field, and putting all the weight of Intel behind getting it out for you guys."

Dallman's presentation, entitled 'Higher Ground,' focused on areas where the channel and Intel can play a bigger role in the future. One of those areas is the field of digital health, a major bet for Intel, and one way that Dallman said "we're trying to grow the total market for you guys."

He said that today's healthcare technology is "hideously expensive" because of a lack of hardware standards and compatibility. Starting with the field of home healthcare -- an area of tremendous interest because of the worldwide health challenges of an aging

population -- it plans to make a series of PC-based healthcare solutions, and it plans to bring the channel along for the ride.

"Part of the strategy is to use the channel to build the solutions, deploy the solutions, drive the standard and make sure these things are going into the home," Dallman said.

Dallman also previewed the company's Viiv brand name for home digital entertainment products, a brand it intends to handle the way it has the Centrino name for mobile products. He told solution providers that they have a unique value to bring to that market, a value that can be used to beat the low price and low integration message of direct-dealers.

"There's a list of things that Dell cannot do," Dallman said. "These are things that you can do to improve the user experience."



## There's a list of things that Dell cannot do.

Dallman also announced that any member of Intel's channel programs at the show, either pre-existing or new sign-ups here at IT ChannelVision, can pick up a free sample of their latest generation of dual-core processors.



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