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## Launchpad Europe Warns IT Security Vendors: Do Not Forget Importance of Channel Community in Run-up to RSA

*Launchpad's recent IT Security Index revealed true value for IT security professionals of consulting with many different kinds of technical advisors*

London, UK – 25th Feb 2010 – Launchpad Europe has advised information technology vendors not to forget the importance of the channel community in the run-up to the RSA Conference in San Francisco (1 - 5 March 2010).

*“End users may be looking for a particular IT vendor’s solution, but paradoxically, they often do not want to communicate with the vendor until they are already prepared to buy,”* said Launchpad Europe’s technical director, Mike Burkitt. *“End users consult with a broad range of technology influencers these days, including resellers, systems integrators, suppliers and consultants. To succeed, vendors must recognize and understand the complex influences that sway end-users’ technology decisions. Nurturing strong relationships with channel players and other influencers is the key to virtually every IT vendor’s success, whether startups or established players.”*

Results from the Launchpad Europe IT Security Index, recently made public, indicated most organisations (75.3% of those surveyed) consulted with some kind of technical advisor during 2009. Consultants were the most popular choice, followed by resellers, suppliers and systems integrators. A majority of respondents (41.6%) said they thought the biggest benefit of using a technical advisor was that “specialist advice means problems can be solved more quickly, saving valuable company time.”

*“End users are remarkably savvy when it comes to using the services of technical advisors,”* said Burkitt. *“Regardless of how innovative your technology may be, vendors, you must befriend the channel community if you are to succeed in new markets.”*

Burkitt added, *“One of the main reasons Launchpad Europe attends events like RSA is to interact with channel players, which in turn strengthens our relationships with (and understanding of) vendors, end users, and the channel alike.”*

Members of the Launchpad Europe team will be at the RSA Conference in San Francisco 1 – 5 of March 2010.

Contact us today if you would like to arrange a meeting: +1 781 519 0245 (U.S.), +44 (0)208 255 2345 (U.K.), [countdown@launchpad-europe.com](mailto:countdown@launchpad-europe.com)

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### **About Launchpad Europe:**

Launchpad Europe is a **leading market accelerator** providing high-tech start-ups with a proven “rapid-entry” methodology to European markets. Services range from individual sales representation to building an entire, fully functional business entity. Launchpad Europe accurately matches the team’s extensive skill set to each client’s specific needs, offering tailored services packages based on each client’s particular stage of commercial development, priorities and budget.

Launchpad Europe provides and supports the full range of:

- sales, marketing and PR activities
- direct and indirect third party channel representation
- distribution
- technical backup and support services
- legal and financial advice
- HR functionality

A member of Intellect, the U.K. trade association for the IT industry, Launchpad Europe recently announced a new range of U.S.-focused activities aimed at accelerating transatlantic exchanges of innovative new technologies.

Launchpad Europe will be attending the RSA Conference in San Francisco, March 1 – 5 2010. If you would like to meet with a member of the team, please contact Mike Burkitt at +1 781 519 0245 (U.S.), +44 (0)20 8255 2345 (U.K.) or +44 (0)7973 720175 (during the RSA Conference). Or email Mike at [countdown@launchpad-europe.com](mailto:countdown@launchpad-europe.com).

For more information about Launchpad Europe, please visit [www.launchpad-europe.com](http://www.launchpad-europe.com); telephone +1 781 519 0245 / +44 (0)20 8255 2345; email [countdown@launchpad-europe.com](mailto:countdown@launchpad-europe.com); or follow us on Twitter: @launchpadeurope

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