

GFI Software plots Europe



EUROPE

US-BASED software provider GFI Software, not to be confused with unrelated French systems integrator GFI Informatique, has outlined plans to grow in the continent, having committed to clear up its channel strategy and drop direct sales. The security and messaging firm, which is thought to generate over €25m annual revenues on the continent, claims better training and certification, coupled with enhanced margins, are helping it provide a more effective channel proposition.

Simon Azzopardi, managing director EMEA at GFI, tells *IT Europa*: 'Prices are very competitive but we aim for margin retention and to help support resellers in times of low prices. We have also cut down distribution in markets such as Belgium, where we reduced our wholesalers from nine partners to three.'

'On top of this, we've made our price-tiering simpler to enable value-added resellers to develop good margins through technical competencies and direct marketing resellers to focus on performance goals.' GFI has also removed the potential competition of its online shop and reduced the evaluation time for partners. www.gfi.com

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Mixed signals on revenue or technical competency goals were never going to be popular, and Azzopardi is right to be tackling this in his first year in the job. The clear proposition should help it win over some resellers that serve rivals including Trend Micro and Symantec.