



Details

Company: Insight
 Client size: 700 employees.
 Country: UK
 Sector: IT

Panda Solutions

Panda Security for Enterprise *Maximum end Point Protection*

- On Premises End Point Security.
- Simplified corporate risk management.
- Optimised employee productivity.

Cloud Office Protection *End Point Security from the Cloud*

- Hosted End Point Security.
- Effective protection for PCs, laptops and servers.
- Minimises your operating costs (hardware, software, dedicated IT resources).
- Minimal resource consumption on your computers.

GateDefender Integra SB *"Plug & Protect" perimeter security*

- Web Traffic Security.
- Protects your perimeter against content and network threats right from the outset.
- Blocks junk mail and prevents access to inappropriate Web pages.

"Insight find Panda Security to be an extremely supportive and proactive partner to work with. The Panda product set, is a valuable addition to the security category and as a result, forms part of Insight's overall security portfolio".

Rowena Halford, Product Manager - Security Software

Benefits of Panda Security Solutions to Insight

Insight offer security solutions from a number of vendors so in order to establish Panda Security as a viable offering a number of criteria had to be met and unique benefits communicated. As Insight provide a full range of IT products to their clients they expect each product to fulfil the clients requirements, an issue with any single product could jeopardise the entire trading relationship.

Performance - Panda Security are technology leaders in their field, able to ensure their solutions provide maximum protection without compromising system performance. This is done by harnessing the power of Cloud Computing with its Collective Intelligence technology to detect the latest threats.

Competitiveness – in the security sector where a number of vendors are available, Panda Security provide a complete range of security solutions suitable for all types of business with very competitive pricing and excellent margins.

Support – Insight can rely on Panda Security with their UK based organisation to provide full support for sales, marketing and technical requirements including:

- Dedicated account manager
- Product evaluations
- Prospective client visits
- Fast administrative turnaround

Trading with Insight

Panda Security and Insight have a successful trading relationship, dating back to 2002 protecting their clients with Panda security solutions. In order to further develop the relationship, during 2009 a key account manager was appointed as the Insight dedicated resources, allowing full focus on this account and spending the majority of their time onsite. The Insight structure is based around sales teams with a sales manager running a team of sales executives focusing on a specific sector or vertical including:

- SBA teams
- NHS
- Public Sector
- Manufacturing

This increased focus and dedicated point of contact allowed a greater presence in the Insight offices and development of relationships with the Insight sales teams. This integration with all members of the sales team is important to the development of this account to increase brand awareness, improve product knowledge and providing sales support.

Solutions

Insight offer their customers the following solutions for security:

- Panda Security for Enterprise – On Premises End Point Security
- Panda Cloud Protection - Hosted End Point Security
- GateDefender – Web Traffic



About Insight

Insight Direct (UK) Ltd. is part of the Insight Enterprises, Inc. group the largest global software reseller and Microsoft's number 1 reseller. Providing a complete range of IT software and hardware the Insight group operates worldwide with over 4,500 employees and annual revenues of over \$5 Billion USD.

Insight UK operates from offices in London, Manchester and Sheffield employing more than 700 staff to provide a choice of over 70,000 brand name products to their clients.

Insight's vision is 'To be the Trusted Advisor to our clients, helping them to enhance their business performance through innovative technology solutions.

www.uk.insight.com

Key Insight Personnel

Darren Keane – SBA team leader
 Manchester
 Jamie Burke – IT Director Manchester
 Simon How – Marketing support

Personal number estimation

Sheffield - 350
 Uxbridge - 250
 Manchester - 100

Key Accounts

Barbon Insurance
 Gloucestershire NHS
 Sunset+Vine
 Ashfield Healthcare
 Trent College, Nottingham
 RDS Global
 Bravissimo

Panda Security for Enterprise is the most adaptable and complete solution for protecting the network. Panda Security for Enterprise gives you complete control over your network security, thanks to its advanced system of host-based proactive protection (HIPS) and high scalability.

Panda Cloud Protection is an innovative, cloud-based security service that provides companies with complete, hands-free protection against all types of malware and spam. Its straightforward, user-friendly Web-based console (SaaS) lets you manage your network's security anytime, anywhere.

Panda GateDefender is a security appliance offering perimeter protection that adapts to the needs of the network, consolidating the first line of defence and preventing computers from being hooked up to zombie networks. Based on a modular, flexible and scalable architecture.

Developing the brand

In developing the relationship with Insight, Panda Security increased their engagement with a series of marketing activities to help promote their solutions to Insight and their clients.

Insight hold bi-annual Client Events in London and Manchester which Panda Security attended increasing participation with a special 'Cloud Booth' for their Cloud Computing themed 2010 London Event. These events attract thousands of Insights clients, both resellers and businesses, and provide an excellent opportunity to work with Insight to meet contacts and engage with new prospects.

A calendar of training sessions and bounce weeks are conducted with the sales teams to ensure awareness of the latest solutions.

Participation in the Insight publications - Insight Quarterly (IQ) magazine and specialist guides, such as the Infrastructure catalogue – support their sales teams by increasing end user awareness of Panda Security.

On the lighter side Panda Security sponsor an Insight 6-a-side football team who participate in fund-raising activity while having fun and benefit from intra-company competition.

Future development

Since the increased focus, there has been a significant inroad to establishing Panda Security as preferred security vendor with Key members of Insight, leading to an increase in business. It is important to maintain momentum with the next objective of becoming an Insight Key Vendor by achieving targets set for consecutive months which will allow greater access to Insight resources and top-down buy-in

Another area to concentrate on is the development of a Panda Security vendor page on the Insight intranet to include not just the products but additionally support material for the sales team; this will roll-over to the public website to provide better information for customers searching for a solution.

Panda Security Awards and Certifications

