

# Lan 1 relocates Perth branch office to larger premises

## Partner enablement identified as the key driver for expansion

### FOR IMMEDIATE RELEASE

**Perth, Wednesday 1<sup>st</sup> June 2011** – As part of its ongoing partner enablement strategy, Lan 1, value-added distributor of IP Storage, IP Networking, IP Security and IP CCTV & Access Control products and solutions, recently relocated its Perth branch office to a new, larger premises in Belmont, Perth.

The new Perth office is located at the following address:

Lan 1 Perth, Unit 3, 158 Francisco Street, Belmont WA 6104 - Phone: (08) 6363 577

The new Belmont premises can accommodate more staff and includes dedicated training, consultation and demonstration facilities spanning Lan 1's full range of solutions. According to Mathew Bertram, Marketing Manager at Lan 1, the investment is a direct result of the growing reseller base in Western Australia, with the new office to act as a strategic partner development centre for Lan 1's WA resellers.

*"The WA market is somewhat isolated compared to that of the east coast. Our strategy is to become a knowledge hub for the WA reseller market. The new office will enable us to provide partners with the expertise to not only identify, specify and sell solutions, but also provide them the necessary hands-on experience to successfully deploy and support these solutions. This investment enables a much more agile training schedule, and provides Channel Partners with a complete working environment to learn in."*

To reinforce their commitment to the channel, Lan 1 will continue to invest in the education and training of reseller partners with assist directly from vendors, and via the Lan 1 WA Team who already hold an impressive array of vendor-certifications including; Ruckus Wireless Solutions Engineer, RAD Data Communications Authorised Technical Trainer, Palo Alto Networks Certified Engineer, Motorola Authorised Wireless Broadband Trainer, Milestone XProtect Professional Engineer, Certified SonicWALL Sales Administrator and Motorola Solutions Sales Associate accreditation.

Lan 1 offers a range of training courses to its resellers, educating on both the sales and technical aspects of the Lan 1 portfolio. The June event calendar kicks off this Thursday 2<sup>nd</sup>, with a joint Ruckus Wireless & Axis Communications seminar, focussing on providing effective vertically-focused solutions for the education, retail, SME, Enterprise, and mining and resources sectors. For further information or to register please visit Lan 1's Education & Training course schedule at <http://www.Lan1.com.au/education-training>.

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### About Lan 1

*Lan 1 is a value added distributor providing a diverse range of IP products. Established in 1993, Lan 1 is headquartered in Waterloo, Sydney, Australia, with branch throughout Australia. Through strong brand names and a high level of personalised service and support, Lan 1 partners are provided with the essential tools to effectively design, market, implement and support a complete range of IP ecosystems, from entry-level to enterprise. [www.Lan1.com.au](http://www.Lan1.com.au)*

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