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LinuxIT aspires to be European powerhouse

Infrastructure provider is setting its sights on overseas expansion with a new support centre

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Open source reseller LinuxIT is launching a European push to capitalise on what it describes as a rising demand for Linux systems and services on the continent.

The infrastructure provider has confirmed details of a UK-based multilingual services and support centre that will spearhead its European expansion, and it has also hinted that it may be opening an office in Amsterdam to handle demand.

Peter Dawes-Huish, chief executive at LinuxIT Europe, said: "We feel that we are the powerhouse of UK Linux services, and we want to become the powerhouse of European Linux services. We see this as a considerable

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opportunity that will lead to a more significant European presence."

Dawes-Huish claimed that by offering language skills this will provide a "unified feeling for customers", and a possible Europe-based office will maintain LinuxIT's aggressive growth strategy. "This launch is the first step of many," he added.

"Amsterdam looks to be the most interesting place, as it is a central location for IT companies and is a

really good location for servicing France, Germany and The Netherlands," he said.

Bob Tarzey, services director at analyst firm Quocirca told CRN Amsterdam is a good location to sell to the German market, but warned of strong local players.

"When firms are looking for IT services, they tend to want to deal with local suppliers and there are a number of strong providers currently in countries such as Germany."

Tarzey noted that typical entry into the European market for service vendors is via acquisitions where firms can buy overseas providers and re-brand.

"For a UK services company to move into Europe, it needs more than a telesales office in Amsterdam. It needs a dedicated centre in France, The Netherlands and Germany," he said.

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