

Microscope

18 July 2005

Software giant courts alternative OS dealers

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Microsoft used its partner conference in Minneapolis last week as a platform to woo resellers of competitive products, which it claimed have expressed an interest in selling its product range.

Over 300 non-Microsoft resellers were invited to the executive partner summit on the eve of its partner event, with all expenses paid by the software giant. Microsoft resellers had to pay to attend the event.

"We did this for the first time

last year for people interested in building a Microsoft practice," said Karl Noakes, head of the channel development group UK at Microsoft.

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Karl Noakes, Microsoft

He said Microsoft was keen to sign more resellers to meet demand, as the opportunity was bigger than it can cover through its current partner network.

UK Linux integrators NDS8,

LinuxIT and Open Minds were invited to the invitation-only event.

Peter Dawes Huish, managing director of LinuxIT, said the firm took up Microsoft's offer to see what the vendor wanted.

"Microsoft recognises that we have converted many of our clients from Microsoft to Linux, and its view was that if we understand its technology and strategy it will help us both," he said.

"It is not just a question of Microsoft or Linux, but Microsoft with Linux."

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