ROBINSON DISTRIBUTION ADDRESSES IT BUSINESS-CRITICAL NEEDS BY ADDING COST-CUTTING GSX SOLUTIONS IN THEIR PRODUCT PORTFOLIO

About Robinson Distribution

With over 15 years' experience and more than 120 partners throughout Africa, Robinson Distribution is the leading supplier of business-critical solutions to Africa. By selecting only the top solutions from vendors across the world, Robinson Distribution is able to provide its clients with quality solutions.

All of the provided products are also backed by its own support staff selected for their skills and ability to provide clients with the best possible service and support. Robinson Distribution's partners are also trained on the products they supply to ensure they carry the same service to the end customer.

South African-based solutions provider distributes GSX monitoring and reporting solutions to solve business-critical problems.

The challenges with targeting the South African market

Robinson Distribution provides a comprehensive solution portfolio to small, medium and large corporate clients across South Africa and Africa. Established in 2004, its focus includes anti-virus, malware and spam solutions for messaging solutions such as Exchange; firewall appliances; archiving; back-ups; and disaster-recovery solutions.

It continuingly develops, enhances and manages its product lines to meet its customers' business-critical needs. Before adding a new solution to its portfolio, extensive research is done into the new offering, including the solution's functionality, price, ease-of-use, brand recognition, and compatibility with its customers' requirements.

Robinson Distribution aligns its marketing activities to the needs of its wide partner base. It creates awareness of new solutions, together with providing training and support. Thanks to its long-standing relationships, new solution offerings are readily adopted by its partners.

" Our mission is to provide solutions unique in their offering. We only provide the highest quality services in the most cost-effective manner, So when it came to monitoring and reporting solutions, we found the GSX product line to be the perfect addition to our portfolio"

Dirk Robinson,
Managing Director of Robinson Distribution

The GSX value proposition

As its product portfolio consists of business-critical solutions, Robinson Distribution found that its partners needed a reliable and effective monitoring and management solution supporting the new challenge of the cloud that IT administrators and managers now face. After extensive research, it selected GSX Solutions for its portfolio.

As a leader in the monitoring and reporting market with over 15 years' experience and reliable technical support, it found GSX Solutions to be a perfect fit. The particular approach of end-user synthetic transactions was critical. With this solution, Robinson Distribution could answer its customers' needs when moving to Office 365, offering a solution that has the ability to truly track the level of service delivered to the end-user.

The Results

After adding GSX Solutions to its product portfolio, Robinson Distribution was able to address all of its customers' migrations requirements when linked to monitoring and reporting. It was pleased with the dedicated partner development from GSX, together with the joint marketing ventures and exceptional sales and technical support. In turn, Robinson Distribution trained its partners so they can concentrate all of their efforts on presenting GSX's unique solutions to their customers.

For more information:

For more information on GSX, please visit www.gsx.com, where the resource center contains case studies, podcasts, white papers, webinars and more. A free trial version of **GSX Monitor & Analyzer** is also available for download.

For more information about Robinson Distribution, please visit www.rdgroup.co.

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