

# MEDIA RELEASE

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# BRENNAN

## **Brennan offers resellers a silver lining with new cloud computing channel program**

***\*\* Signs on first partner, Markinson Business Software Solutions \*\****

**October, 14, 2009, Sydney** – Leading business-technology solutions provider to the mid-market, Brennan, today strengthened its leadership position in cloud computing, with the launch of its multi-tiered channel program which provides resellers with a quick and low risk alternative to roll out proven cloud-based solutions to their customers, backed up with comprehensive service and support. The first solution on offer under the program is the Infrastructure-as-a-Service (I-a-a-S) solution.

Brennan's cloud computing channel program offers a range of options for resellers from basic referral to a distributor reseller model, built to offer resellers a choice of branding options, end-user pricing, client contracting, and commercial terms.

"As the first vendor to offer a fully scoped out channel model for cloud computing services we have invested heavily in building out the right infrastructure to support the delivery of our cloud solutions and are equally committed to ensuring we have in place a best in breed channel program that supports the needs of resellers," said Dave Stevens, Managing Director, Brennan.

As businesses look at ways to reduce costs and improve efficiency, Brennan believes this Infrastructure-as-a-Service channel offer, provides a 'silver lining' to resellers looking to extend the value they can offer their clients with new solutions, whilst building a recurring revenue stream of high margin business, without the risk or upfront cost required to build their own network infrastructure.

"Why ask clients to purchase hardware to run applications when they can utilise a virtual platform which delivers greater flexibility and scalability and is more cost effective than a physical server architecture model?" said Stevens.

Signing on to the program as Brennan's first cloud channel partner, Ian Whiting, CEO, Markinson Business Software Solutions supports this view, saying that adding I-a-a-S to their solutions suite is a natural extension and provides a cost effective alternative for clients seeking greater flexibility.

"For us it was an easy decision partnering with Brennan. They have invested in building a proven, commercially-ready solution, have a strong book of clients already using the service and has built a channel program that is well priced, with above industry standard service level agreements in

place. From a security and risk perspective, it was also important for us to partner with a company that hosted their servers in Australia, which Brennan does, with their data centres in Brisbane and Sydney,” said Whiting.

For more information about Brennan’s cloud computing channel program or to become a reseller, please contact Brennan on 1300 500 000.

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### **About Brennan**

Founded in 1997, Brennan is a technology provider that delivers business solutions specifically designed to meet the needs of mid-sized companies. Leveraging its business expertise, deep IT capability and partnership approach, Brennan is uniquely positioned to offer the mid-market the strategic value of a business consultant, combined with the cost effectiveness, accountability and peace of mind of dealing with one provider for all their IT and Telecommunications needs. Brennan’s solutions include a complete range of managed and secure IT and Telecommunication solutions, virtualization, consulting and project services, technology sourcing, infrastructure integration, software development and tailored financing packages.

Website: [www.brennanit.com.au](http://www.brennanit.com.au)