

## ROBObak finds a Canadian home in C&C Software Solutions

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By Liam Lahey

Targeting ROBOs (Remote Office-Branch Offices), solution provider ROBObak Inc. has lined itself up with distributors in North America and the U.K. as part of its worldwide strategy to sell into those markets.

Come Monday, Canadian distributor C&C Software Solutions said it would announce the addition of ROBObak's full line of data protection software to its menu for its 1,600 resellers. A similar deal inked with Condre Storage in Eden, Prairie, Minn., for its 350 U.S.-based resellers was also announced.

Linda Cleminshaw, president of St. Thomas, Ont.-based C&C Software, is recommending the ROBObak backup solution set to her customers because of its ease of use and installation.

C&C Software has been in business for a decade and many of its VAR relationships date back to the company's inception, Cleminshaw said. Insisting C&C Software was cautious about the vendors it chooses to work with, she said she and the company's channel community are extremely excited to get their hands on ROBObak's solution.

"We see ROBObak as being the second highest revenue generating product for us by this time next year," she remarked. "Our channel serves companies in the range of five to 1,000 employees . . . ROBObak's feature set, the price range (an entry price point of \$1,000) . . . made it stand out.

"ROBObak found the majority of companies that are purchasing their software are solution providers. And it makes sense. Solution providers have multiple clients and they need to be able to handle each account seamlessly."

ROBObak software is designed to work with standard Windows-based servers, a major advantage over higher-priced appliance-based solutions that force companies to buy expensive hardware, Cleminshaw noted. It installs without agent software on client computers, and protects computers running Windows, Macintosh, Novell, Unix and Linux, VMS and the IBM iSeries operating systems. The solution also includes built-in "de-duping" and compression capabilities, rapidly identifying multiple copies of the same information and eliminating the need to transfer the same data more than once.

C&C Software offers its' partners margins in the range of 25 to 30 per cent. Cleminshaw highlighted the fact that ROBObak's pricing scheme is based on storage capacities and not the number of licensed seats.

"We don't take a lot (of products) on but this solution has us very excited and it has our channel very excited also," she said.