

ROBObak Announces Worldwide Distribution Agreements

ROBObak, a provider of data protection solution software aimed at remote and branch offices, today announced a global expansion of its delivery network with the addition of distributors in Europe and Canada.

The company said it has reached agreements with Accentuate Ltd., based in the United Kingdom, as well as C&C Software Solutions in Canada. They join Condre Storage, based in Minnesota, as distributors of the ROBObak software suite, reaching thousands of resellers and solution providers worldwide.

"We quickly came to appreciate ROBObak's value proposition to our resellers," said Adrian Wise, Managing Director of Accentuate Ltd. "The software is easy to install, without the need for agent software, and easy to administer. These are key advantages that make ROBObak an intuitive sale. Equally as important is ROBObak's commitment to the channel. We felt it was imperative to work with a company that is willing to work with us over the long term. With ROBObak, we have found a partner that delivers a solid solution, coupled with an honest approach to doing business, which is refreshing."

"We were equally impressed by ROBObak's ease of administration and advanced features," said Linda Cleminshaw, president of C&C Software. "I would recommend ROBObak to both small and larger organizations. Its unique flexibility makes it a perfect fit for companies that have one branch office, all the way up to larger service providers with hundreds of clients that need to provide seamless data protection. In addition, we see ROBObak as a way to expand our reach to additional integrators who can profit from selling it. This is one of the most exciting products we've introduced in our 10 years in business."

"From the beginning, we have made it clear that the channel is imperative to our success," said Ron Roberts, ROBObak's president. "Distributors such as Accentuate, C&C Software, and Condre Storage allow us to market our solution set to a full set of resellers, which ultimately enables us to sell more product in a far wider and more effective manner."

More information: Accentuate (www.accentuate-international.com), C&C Software (www.ccsoftware.ca) or from ROBObak (www.robobak.com).