

LANCOM Systems pushes for internationalization with a worldwide channel program

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Aachen, December 7, 2017—LANCOM Systems, the leading German manufacturer of networking solutions for business customers and the public sector, is setting up its first worldwide channel partner program in 2018. “LANcommunity” is the vehicle that is intended to transfer the company’s strong home-market growth to the international stage. The initial focus is on a massive expansion of the partner landscapes in Benelux, Austria and Switzerland.

With an average of 14% growth per annum and more than 6,000 channel partners, LANCOM’s success story since its foundation in 2002 was so far mainly in its home market of Germany. Traditionally strong in the sector of small and medium-sized enterprises (SMEs), the manufacturer’s WAN, LAN and WLAN solutions are increasingly being taken up by enterprise customers, many of them operating worldwide. Last autumn, LANCOM secured access to the fast-growing market for Software-defined Networking (SDN) with the introduction of their LANCOM Management Cloud (LMC). The LMC addresses the demand for SD-WAN, SD-LAN, and SD-WLAN solutions, as well as all-encompassing SDN. It also empowers channel players to establish lucrative service offerings such as Network-as-a-Service (NaaS).

The launch of its first worldwide partner program is LANCOM’s initial step towards expanding growth in the international markets and establishing a vibrant channel partner landscape.

LANcommunity: The program for all LANCOM partners. Worldwide.

LANcommunity is the ideal framework for the successful marketing of LANCOM solutions. The program targets channel partners of all sizes and combines classic monetary incentives with strong loyalty aspects. As a consequence, it is not only the large system vendors who benefit from cooperation, but also the smaller retailers with their commitment and know-how. The entry threshold has been kept deliberately low for this reason. The annual sales target for Bronze partners is EUR 1,000, and the requirements increase in stages after that. Access to the highest level, Platinum, requires a minimum turnover of EUR 100,000 and the necessary certifications.

Along with the four sales and certification-dependent partner levels (Bronze, Silver, Gold and Platinum), LANcommunity offers elements such as deal registration with project exclusivity along with a loyalty program with bonus points, and its own reward shop. The channel benefits from attractive purchasing conditions, which ensure that retailers enjoy a healthy profit margin. Comprehensive support services, including guaranteed response times, round off the LANcommunity offerings.

The loyalty program enables in particular small and medium sized partners to earn points for sales, participation in promotions, roadshows, webinars, certifications, or deal registration. Points can be redeemed in the reward shop against LMC licenses, services, training courses, software options, discounts on devices, or give-aways.

“With LANcommunity, we want the phenomenal growth in our home market to continue internationally. At the same time, we offer partners a unique portfolio of solutions: It combines hardware that has been tried and tested millions of times over with the world's first solution for hyper-integrated network management based on the Cloud and SDN. This is the perfect time to become a LANCOM partner and to grow successfully with us,” says Stefan Herrlich, Managing Partner at LANCOM.

More information about the LANcommunity is available under:

www.lancom-systems.com/lancommunity-partner-information/

Hintergrund LANCOM Systems:

Die LANCOM Systems GmbH ist der führende deutsche Hersteller von Netzwerklösungen für Geschäftskunden und die öffentliche Hand. LANCOM bietet professionellen Anwendern sichere, zuverlässige und zukunftsfähige Infrastrukturlösungen für alle lokalen und standortübergreifenden Netze (WAN, LAN, WLAN) sowie für zentrales Netzwerk-Management auf Basis von Software-defined Networking-Technologien (SD-WAN, SD-LAN, SD-WLAN). Die LANCOM Router, Gateways und WLAN-Lösungen werden in Deutschland entwickelt und gefertigt, darüber hinaus ist ein Teil des VPN-Portfolios zur Absicherung besonders sensibler Netze und kritischer Infrastrukturen (KRITIS) durch das BSI zertifiziert. LANCOM Systems hat seinen Hauptsitz in Würselen bei Aachen. Zu den Kunden zählen kleine und mittelständische Unternehmen, Behörden, Institutionen und Großkonzerne aus Deutschland, Europa und zunehmend weltweit. Das Unternehmen ist Partner in der vom BSI initiierten Allianz für Cyber-Sicherheit.

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