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Professional network solutions "Made in Germany" for Europe's biggest ICT-market

Wireless expert Westbase Technology now marketing LANCOM products in the UK

Aachen/Caldicot, May 9, 2016—LANCOM Systems, the leading German manufacturer of networking solutions for the commercial and public sectors, is now also marketing its products to the UK through the distributor Westbase Technology Ltd. This gives LANCOM greater access to the growing international ICT-market, and it reaches additional system vendors as customers for the backdoor-free networking products designed and made in Germany. Westbase Technology will market the full range of LANCOM products in the UK. This includes the secure VPN and site connectivity portfolio, 802.11ac wireless LAN products, Gigabit Ethernet switches, digital signage solutions and the new LANCOM Management Cloud.

Peter Hoekstra, Director of International Sales at LANCOM Systems, points out the reinvigorated opportunities presented by this cooperation: "With more than 25 years of experience Westbase is a wireless expert and has an outstanding reputation in the industry. Their excellent references and contacts complete their profile. The partnership with Westbase is an important step towards improving our market position in Europe's biggest ICT-market by offering our network solutions and establishing ourselves in the UK as European network professionals."

Sacha Kakad, Managing Director of Westbase Technology, is also enthusiastic about the collaboration: "Westbase is committed to providing our channel-

partners with full support from project and technical consultancy, to sales and marketing. LANCOM's own channel model also takes this approach, making them a great vendor partner to work with."

"Although specialists in wireless technologies, specifically cellular applications, Westbase has always delivered hybrid networking solutions where needed, and the demand for such has increased in recent times as businesses look to leverage the benefits of all forms of connectivity. Adding the wireless LAN and networking solutions from LANCOM to our portfolio enables us and our channel to more fully address this market demand."

"What's more, our customers are showing particular interest in cloud-based network management solutions, and it's something we have always championed as the most effective way to manage a hybrid enterprise network. Westbase is very happy that the high quality, end-to-end LANCOM product portfolio will enable us to meet the increasing demands for both reliable and flexible networking solutions."

LANCOM Systems background:

LANCOM Systems GmbH is the leading German manufacturer of reliable, innovative network solutions for business customers. LANCOM's two business units, VPN Network Connectivity and Wireless LAN, offer professional users secure, flexible infrastructure solutions for local-area and multi-site networks. The entire core product range is developed and manufactured in Germany. In addition, LANCOM also provides VPN solutions certified by the German Federal Office for Information Security (BSI) for the protection of particularly sensitive networks and critical infrastructures (EPCIP) against cyber attacks. LANCOM Systems has its headquarters in Würselen near Aachen, Germany, and other offices are located throughout Europe. Customers include small and medium-sized enterprises, government agencies, institutions, and major corporations from Germany, Europe and increasingly worldwide.

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