



## **Inline Sales creates another new partnership**

Allasso, Europe's number one 'value-added distributor' for network and safety solutions, has strengthened its sales activities, by creating a partnership with sales and marketing company Inline Sales, who are resourceful in telemarketing for channel and corporate accounts, making them the preferred choice.

The objective of the partnership is to generate leads and field service meetings, in order to present solutions to potential partners and corporate clients.

Primarily through these sales activities, solutions from the security and network management area will be promoted, mainly focusing on the products of the company '*Network Engines*' (Security for Microsoft ISA and Exchange server).

With this Allasso takes into consideration and offers to the market a new, flexible security solution.

In collaboration with Network Engines and Microsoft, Allasso has developed a Channel program for partners, whose safety solutions contain the Network Engines NS Series of Security Appliances, based on the Microsoft ISA server 2004. The objective of this program is to close a co-operation between Allasso and the security partners.

Network Engines NS Series acts around a multi-level security appliance with integrated Firewall, VPN, and Caching functions. The appliances were appointed to increase the security on the architecture level by creating a special security zone.



"Inline Sales offers Allasso the possibility to deal more effectively with our own resources. Having sales people taking care of the in house and field sales becomes more productive, and even more so when they aren't troubled with the administrative side of the business. We save time and money and can also see to all the requirements of our partners faster ", says Rainer Stahle, Country manager of Allasso.

**Note to Editors:**

*Allasso is Europe's leading distributor of IT security products and services, with over 220 staff and operations in seven countries – UK, Germany, France, Netherlands, Italy, Spain and Portugal – delivering solutions to around 15 countries in all.*

*The company's products include specialist security software for firewalls, intrusion detection, virus scanning and other security measures. Products are sold through a network of reseller & system integrator partners, with strong technical, sales and consultancy support from Allasso. The primary focus is to offer a strong portfolio of leading security products and to add value to solutions that resellers offer to their customers.*

*Inline Sales looks at each client individually and provides them with solutions that fit their business requirements. Inline Sales is uniquely positioned to deliver expert strategies through proven processes and methodologies.*

*Their experience ranges across multiple markets including: Automotive, Banks, Insurance, FMCG, Oil & Gas, Leisure, IT, Public sector, Telecommunications, Pharmaceuticals, Service providers and the Media Industry, including radio, press and outdoor.*



*Inline Sales extensive background within each sector and its customers has helped them to cater their business practices to fast paced, high growth organisations.*

*With customers like EDS, Comperex, Samsung, Cofrutos, Bosch and Safeclean, and branches in the UK, Germany, Hong Kong, the USA and France, they really are a force to be reckoned with, ensuring they remain the largest supplier in their market.*

*They can supply a number of services from direct sales and lead generation to telemarketing, indirect sales and marketing and PR.*

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