

FSC rethinks VAR accreditation

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UNDER A REVAMPED CHANNEL programme launched today, Fujitsu Siemens Computers (FSC) VARs will have to be recredited, but could secure additional funding through a new rebate scheme.

The vendor has been running its two-tiered Elite programme for four years, according to Ian Snadden, director of channel sales at FSC. He said all VARs will have to get recredited to fit into one of three new levels: Approved, Authorised or Premier.

"This is not about purging our channel, it is reassessing VARs - we haven't recredited anyone since the programme began," said Snadden. The vendor is looking to recruit about 130 additional VARs to bring its total to 600.

Snadden said the vendor has also introduced Quarterly Focus Funds (QFF), its first real rebate scheme. "A feature of the margin model is rebates, and we have never really had these," he said.



Ian Snadden, FSC

"With QFF, we will agree targets with the VAR and give rebates whenever they accomplish them."

However, the Elite programme will also see MDF funds being cut, Snadden admitted. "A lot of VARs have told us that MDF funds are distributed in the wrong way. So we have launched a more targeted and specific

funding programme called Tactical Growth Funds (TGF) where we will invest on merit. We are not cutting funding. In fact, we are putting more money into the channel and just changing the mechanism."

Tony Davis, managing director at Elcom IT, said he agreed with the move. "Resellers will find that the funds will come back to those who deserve it," he said.

"In a way, this is similar to what a lot of other vendors are doing - cutting back MDF to focus on specific activities with specific VARs."

Dan May, operations director at VAR Ramsac, said: "It's been a while since we have seen any MDF because times have been tough in the industry, so this could be a sign of greater buoyancy. If it is controlled in this way, it will be used more legitimately and be beneficial to both vendor and reseller."

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