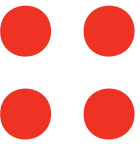


# interaction

Newsletter for partners of interAct



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# 6

2007



From Datacenter to Desktop. Only with Citrix!



Workspace & Computer management with RES.



Product news



Events Q1/2008

## RES Software sold 450.000 licenses with help of the channel



◀ Hans Middelburg, CEO, RES Software

### Who is RES Software and what is so special about your solutions?

**Hans Middelburg:** RES Software was founded in 1999 and has offices in the Netherlands, UK, USA and Germany. We distribute our solutions in more than 15 countries through a comprehensive and experienced network of Value Add Distributors, Resellers and Systems Integrators. Our company is a leading provider of proven management and

maintenance solutions for Microsoft Windows environments. Our software solutions work in harmony with any IT infrastructure, and can adapt to any business model or hardware topology. Whether your organization occupies a single office, an entire continent or spans the globe, our solutions will help improve the way you use IT throughout your network.

*Read more on page 6.*



## interAct wins 'Citrix Best Market Development 2007' Award

Citrix elected interAct, the distributor specialized in Server & Access Solutions, as winner of the 'Best Market Development Award 2007' for the Benelux. This award, presented by Citrix at its recent EMEA Distributor Conference in Barcelona, was given to interAct for its successful market development of the new Citrix solutions (Citrix NetScaler, Citrix Access Gateway, Citrix WANScaler and Citrix Application Firewall).

Rudi Lenaerts, CEO interAct: "interAct is very pleased with this award. The market

▶ From left to right: Stefan Sjöström (Citrix), Rudi Lenaerts (interAct), André Lodewijks (Citrix), Walter De Smet (interAct), Siâron Vanwetten (Citrix)

has an enormous potential for these new Citrix solutions.

We invest a lot in this market and make the right choices to use this potential as efficient as possible. interAct sees this Award as a clear signal from Citrix



that we contribute successfully to the development of this market for and together with our partners."

**A sincere "thank you" to all our partners in the Belux.**



# The world's broadest range of digital services.

2



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available

No other thin client offers the breadth of digital services as those of IGEL. And no-one offers a greater range of hardware form factors. So whatever server-based application or data you need to access, from wherever in your organization, IGEL can deliver it.

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# Editorial



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## Focus on Virtualization



Dear interAct Partner,

The interAct Partner Day at Groenhoven-Estate Brussels and our participation at the Citrix Solutions Conference were 2 great events to conclude this very successful 2007. On top of it, Citrix elected interAct as winner of the 'Best Market Development Award 2007' for the Benelux at the recent EMEA Distributor Conference in Barcelona. The award clearly demonstrates that interAct and its partners are successfully developing the market for the new Citrix solutions.

Besides the new Citrix solutions we extended our M.A.I.S. portfolio with again 3 new product lines this year: Gemalto, SWSOft and RES. All enabling us to further build on our success in the coming years.

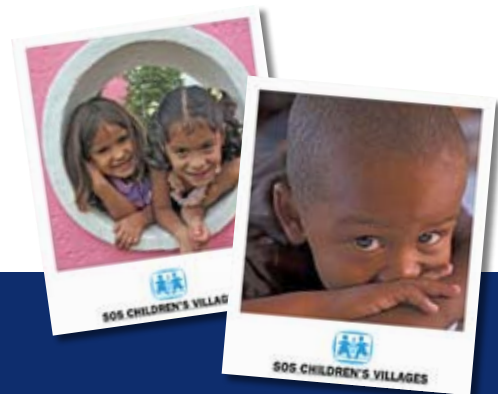
In 2008 our main focus will be on Virtualization. Our Virtualization campaign, already in full preparation, will be one of the highlights. If you are interested in participating in this campaign, please contact me ([jurgen@interact.be](mailto:jurgen@interact.be)).

In this 6<sup>th</sup> issue of interaction you can start reading more about the latest virtualization innovations from Citrix, about RES's ambitious channel plans for the coming years and some important news from our other vendors.

Also check our 'Cocktail' photo-session on page 10 for a short retrospective of the most important events of the last quarter. Our calendar section already features the events for Q1 2008 so you can include them in your diary. Especially the 'interAct Reseller Awards' on February 12 and the 'Citrix Update Event' on February 14 are a 'must' to be present.

On behalf of the entire interAct team I wish you a Merry Christmas, an excellent start of the New Year and, above all, a happy and successful 2008!

Jürgen De Wolf  
*Marketing Manager*



## interAct supports SOS Children's Villages Belgium

This time of the year is for most of us a period of nice gifts, cozy family dinners and wonderful fireworks. But there are others who are not able to enjoy this luxury. Last year interAct decided to support SOS Children's Villages Belgium. An organization that provides a stable home and environment to children in need regardless of their ethnic origin or religion. We believe that this is still a great initiative and therefore we have decided to support SOS Children's Villages Belgium again this year.

# From Datacenter to Desktop. Only with Citrix!



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End of October, at the Citrix iForum in Las Vegas, Citrix unveiled its end-to-end virtualization technology strategy, including the introduction of two new product lines. This announcement comes on the heels of its recently completed acquisition of XenSource, a privately held leader in enterprise-grade virtual infrastructure solutions. The acquisition positions Citrix as the only company to offer a comprehensive application delivery infrastructure that leverages server, application and desktop virtualization to make the entire IT infrastructure far more flexible and dynamic.



## End-to-End Virtualization: From the Datacenter to the Desktop

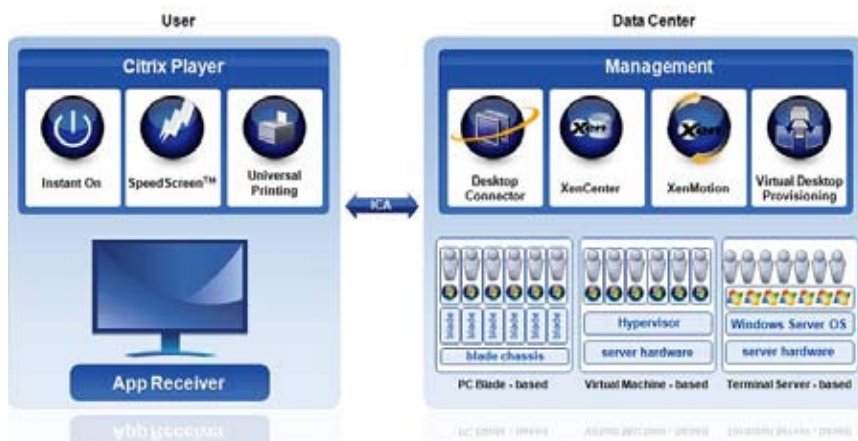
Citrix has long been the leading provider of virtualization technologies at the user tier of computing with products that deliver mission-critical applications to end users with the best performance, security and cost savings. The XenSource acquisition allows Citrix to extend its use of virtualization into the logic and data tier of applications,

improving overall customer value and enhancing its position as the market leader in end-to-end application delivery infrastructure.

## Strong Alignment with Microsoft

Citrix's end-to-end virtualization strategy includes a strong shared partnership with Microsoft and a commitment to continued innovation on the Windows platform. The two companies share a strategic relationship in server and desktop virtualization designed to ensure broad interoperability between the Citrix XenServer and Citrix XenDesktop products and the upcoming Microsoft Windows hypervisor, code named "Viridian". This relationship complements and broadens the longtime successful partnership between the two companies in the application virtualization, application networking and branch office infrastructure markets.

Citrix is now positioned to be a key provider of server, desktop and application virtualization technologies, a market which IDC expects to be worth in excess of \$3.4 billion by 2011.



## Product Availability and more information

Citrix partners and customers can download a free Citrix XenDesktop

◀ The Citrix XenDesktop architecture

Tech Preview Kit on [www.citrix.com/xendesktop](http://www.citrix.com/xendesktop). This Tech Preview Kit gives you a preview of the Citrix technologies that will enable you to successfully deliver virtual desktops from the data center. The current Citrix Desktop Server product will become a fully integrated feature of the new Citrix XenDesktop. Citrix XenDesktop is scheduled for general availability in the first half of 2008.



With the completion of the XenSource acquisition, Citrix now adds two new product lines to its portfolio, Citrix XenServer for server virtualization and Citrix XenDesktop for desktop virtualization. Combined with the company's existing application virtualization products, these two new additions give Citrix the industry's most comprehensive end-to-end virtualization portfolio:

**1 Server Virtualization with Citrix XenServer**      **2 Application Virtualization with Citrix Presentation Server**      **3 Desktop Virtualization with Citrix XenDesktop**

The new Citrix XenServer product line is an enterprise-class platform for managing server virtualization in the datacenter as a flexible aggregated pool of computing and storage resources. Based on the high-performance Xen virtualization engine, Citrix XenServer combines comprehensive server virtualization capabilities with unparalleled scalability, performance and ease-of-use. The new product line ranges from Citrix XenServer Express Edition, an easy-to-use single-server solution available for free download, to the more comprehensive Citrix XenServer Enterprise Edition.

Citrix Presentation Server is the industry's de facto standard for delivering Windows applications with the best performance, security and cost savings. Presentation Server stores all Windows applications in a single central store in the datacenter, then delivers them to end users on-demand via innovative application virtualization technology. Server-side application virtualization stores applications on the server and virtualizes the presentation layer to end users, while client-side application virtualization streams applications to the desktop and runs them in a protected virtualization environment at the end point.

Citrix XenDesktop is a groundbreaking new product line designed to overcome the challenges of cost, complexity and user experience that have prevented virtual desktops from becoming a mainstream enterprise reality in the past. Citrix XenDesktop will be the industry's first comprehensive, fully integrated desktop delivery system, moving beyond the limitations of existing virtual desktop infrastructure (VDI) point solutions to ensure the simple, secure, fast delivery of Windows desktops to any office worker over any network. Citrix XenDesktop will combine a powerful desktop delivery controller, Xen virtualization infrastructure for hosting any number of virtual desktops in the datacenter, and virtual desktop provisioning to stream a single desktop image on-demand to multiple virtual machines in the datacenter (based on Citrix Provisioning Server).

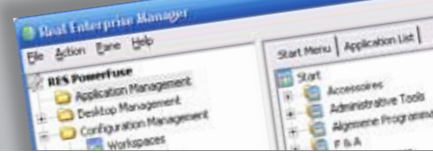
**Citrix acquires XenSource**  
End-to-end virtualization is here.

Now get server, application and desktop virtualization solutions—only from Citrix, the leader in App Delivery Infrastructure.



**For more information, call interAct +32 (0)3 870 60 20 or mail to [jurgen@interact.be](mailto:jurgen@interact.be)**

# RES Software sold 450.000 licenses with help of the channel. BeLux partners can join now



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**Hans Middelburg:** Our portfolio of solutions has been designed to help our customers save time, money and effort, in a rapidly changing world. Our product portfolio consists of RES PowerFuse to provide effective user workspace management and RES Wisdom to provide IT task automation. What we hear from our partners and our customers is that the benefits of using RES Software products include increased productivity of both end users as well as IT administrators and a significant reduction in the complexity and the costs of managing Microsoft Windows environments.

## Why should customers rely on RES Software?

**Hans Middelburg:** I already briefly touched upon the products in the first question. Let me add that, today, more than 450.000 licenses of RES PowerFuse and RES Wisdom have been purchased



by over 2,000 companies worldwide. One of our end-customers in Belgium is Indaver. They use RES PowerFuse and they are quite happy with this solution. Workspace and computer management within Windows environments is a fast-growing market and we see this technology as key to moving forward with Application Delivery solutions.

## What is the ideal environment for implementing these solutions?

**Hans Middelburg:** RES Software products are unique in that they manage user workspaces independent from how and where applications are being delivered.

**“Workspace and computer management within Windows environments is a fast-growing market and we see this technology as key to moving forward with Application Delivery solutions”**

*Hans Middelburg, CEO, RES Software*

So basically, RES PowerFuse is a User Workspace Management product and is independent from how Windows applications are delivered to the end users. The software eliminates the need for complex scripting and provides an alternative to “roaming profiles”.

RES Wisdom, on the other hand, is a task scheduler that minimizes the time spent on routine Microsoft Windows® management. It enables the end user to keep IT resources like applications and computers in optimal shape. Everything, from installing hotfixes and patches to changing services and applying security templates, can be applied across an entire network - from a single console using automation. The feedback we get here from our customers is that some labour intensive IT tasks that normally take hours are now completed automatic and in minutes.

This means that RES PowerFuse and RES Wisdom can manage Windows user workspaces and automate change in environments where applications are delivered using a combination of server based computing, application streaming, operating systems virtualization or application virtualization. RES Software products add value in all of these environments. Amongst others, RES Software counts Microsoft®, Citrix® and VMware® as strategic partners. We are an ISV Microsoft Gold Certified Partner. We are a Citrix Business Alliance Partner and also appointed as a Citrix Ready Partner. And our software will centrally manage desktops and servers including virtual machines from VMware. All this means that any of interAct’s partners can find an attractive selling opportunity with our solutions.



## What is your go-to-market strategy?

**Hans Middelburg:** Since RES Software was founded in 1999, we have delivered our solutions exclusively via the channel. Our channel centric business model has been highly successful, appreciated at all levels, and will remain firmly at the center of our business strategy. The certified RES Partners need to be well trained on advising, implementing and supporting our products. They should all be able to deliver high quality solutions and services.

We have four (4) levels of Reseller Partnerships, where Platinum is the highest level to achieve. Furthermore, by invitation from RES Software and our distribution partner there is a Consulting Partnership and there are Technical Alliances to jointly develop the best in class solutions. It would take us a bit too far to go into the full details of these partnership levels. But I'm sure that the people from interAct will communicate the full details to their partners. Alternatively, I know that interAct has put the full details of the RES Partner Program on its website.

## Your company has great products. How big is the sales opportunity for our resellers in the Belux?

**Hans Middelburg:** We offer the partner to add more value to their customers and expand their business with some nice products. We deliver proven technology, we have sold already more than 450,000 licenses, and this is the best way to proof that our products bring added value to our customers. Partners can build-up a sustainable business on that and thrive and grow well with us into the future. Because we have almost 10 years experience in the business now, we were able to design a profitable Partner Program. It is a combination of focus, seeing the opportunity and a good partner program.

## Partners that are interested in selling RES Software: what should they do and how will they be supported?

**Hans Middelburg:** RES Software is determined to help partners to become successful. In Belgium we will do this together with interAct. We have, just as an example, an international team that is dedicated to our partners supporting their pre-sales and sales activities. interAct is the partners' primary source of information and assistance but we are there too to help in any way we can. Training is also very important. interAct is well known for its excellent

## A last question: Why was interAct chosen as distributor for the BeLux market?

**Hans Middelburg:** It is very difficult to find the right distributor that knows how to serve the special needs of the local market. We want our distributors not only to be committed to market our products but also to understand where they fit and to have the right partner

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▲ From left to right: Rudi Lenaerts (interAct), Walter De Smet (interAct), Marcel Bink (RES Software), Hans Middelburg (RES Software)

**“We deliver proven technology and have sold already more than 450,000 licenses. Resellers can build-up a sustainable business with our solutions”**

training services. As marketing is a key element in growing into the market, the partner program also grants for Marketing Development Funds. This fund is an additional resource available to RES partners to support marketing campaigns and/or sales initiatives that generate demand. This can be used to help your business enter a new market or undertake new activity in existing markets. We are always seeking partners who share our perspective and value. Anyone interested in applying for the Partner Program can directly call or email their account manager at interAct.

potential for it in their territory. interAct matched that wish list. You can of course also not ignore that interAct is the most important Citrix distributor in Belgium and Luxembourg. As Citrix and RES Powerfuse form a powerful combination for centrally managing desktops, working with interAct came naturally. We are convinced that interAct will help us in extending the existing RES partner channel in Belgium and Luxembourg. Therefore, if you have any questions regarding our solutions or if you are interested in becoming a RES partner, just contact interAct.

# Gemalto's is winner of Info Security's 'Tomorrow's Technology Today Award'

Info Security Products Guide has named Gemalto's Live Provisioning solution a double winner of 2007 Tomorrow's Technology Today Awards, in both the Mid-Size Enterprise Security and Two-Factor Solution categories.

Live Provisioning, native within the Protiva Strong Authentication solution, enables enterprise security managers to quickly and easily deploy new strong authentication devices or re-use existing ones. This Web-based system includes a Gemalto contactless reader that is

used to securely communicate with the smart card-based strong authentication device and the server. Live Provisioning automatically generates the device ID, personalizes the device to the user, and binds the provisioned device to the data server and data directory through a



**FREE**  
Trial Kit

secured link. With these tools, security administrators can now manage the entire lifecycle of a digital security device more conveniently and productively.

If you want more information about Live Provisioning and the Protiva solution or if you want a free trial kit for resellers, please call interAct +32 (0)3 870 60 20 or mail to [jurgen@interact.be](mailto:jurgen@interact.be)

**gemalto**  
security to be free

## Promo ! IGEL Smart Series at just €199

With the IGEL "Get Smart" promotion (valid until December 31) the outstanding Smart series starts at just €199!

For deploying server-based Windows applications using Citrix, Microsoft terminal services or VMware

virtualized desktops, there's nothing that matches the IGEL Smart thin client.

Boasting dual-monitor support, web browser, Cisco VPN, Thin Print and powerful remote management software, it's also small enough to mount onto the back of any monitor, making it the perfect tool for every work setting.

To benefit from this promotion or to request a free demo unit, call interAct +32 (0)3 870 60 20 or mail to [jurgen@interact.be](mailto:jurgen@interact.be)



Promo  
**€199**

## IGEL Smart Series

**Affordability. Reliability. Cost efficiency**

IGEL Smart Series - the clever choice for extraordinary utilization flexibility



## Management

- AppSense Performance Manager 
- Citrix EdgeSight
- ScriptLogic 
- Thinprint 
- visionapp 
- RES PowerFuse  **NEW**
- RES Wisdom  **NEW**
- RES Orchestra (to be launched)
- RES Insight (to be launched)

Management

M

Access

## Access

- Citrix Presentation Server
- Citrix Access Essentials
- Citrix Access Gateway
- Citrix Streaming Server

A

## Infrastructure




- Citrix Application Firewall
- Citrix Application Gateway
- Citrix NetScaler
- Citrix WanScaler
- IGEL 
- NetPriva
- Virtuozzo

Infrastructure

I

S

## Security

- AppSense Application Manager 
- AppSense Environment Manager 
- AVIRA
- Citrix Password Manager
- Gemalto Protiva 

Security

Since beginning of 2007, interAct introduced 3 new product lines in its MAIS Portfolio: Gemalto, Virtuozzo and RES.

AppSense®



CITRIX®

gemalto  
security to be free



NetPriva

RES Software

SCRIPTLOGIC

ThinPrint®

SWSOFT VIRTUOZZO™

VISIONAPP™  
server based solutions

# Cocktail Q4



**September 18**

## interAct Partner Day '07

The interAct Partner Day '07 organized at the Groenhoven Estate Brussels on September 18 was again a success. This annual event attracted more than 150 people from 74 different resellers. At the end of the day a new partnership with RES was announced and Stefan Sjöström, Vice President EMEA Citrix Systems, gave insight in the Citrix vision and strategy during his closing keynote.



**November 6-7**

## Citrix Solutions Conference

Over 1300 IT-professionals from the Benelux gathered on November 6-7 at the third annual Citrix Solutions Conference in Antwerp. interAct was happy to be Gold sponsor of this event and presented its unique expertise in Server and Access Solutions.



**December 13**

## Geert Hoste incentive

interAct offered 50 x 2 free tickets for the New Years Conference 'Geert Hoste houdt woord' in the Arenberg Schouwburg in Antwerp on December 13. From all the resellers who were present at the interAct Partner Day on September 18 and the Citrix Solutions Conference on November 7, 50 received a free duo ticket.

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Y o u r c o n t a c t s a t i n t e r A c t

### Peter Beurghs

Reseller Manager  
peter@interact.be

- Dedicated sales & reseller support
- Special pricing, projects



### Roger Moes

Reseller Manager  
roger@interact.be

- Dedicated sales & reseller support
- Special pricing, projects



### Tim Huygen

Internal Sales  
tim@interact.be

- Internal sales
- Citrix SA quotations & follow-up



### Roel Gydé

Reseller Manager  
roel@interact.be

- Dedicated sales & reseller support
- Special pricing, projects



### Yves Peeters

Reseller Manager  
yves@interact.be

- Dedicated sales & reseller support
- Special pricing, projects



### Rudi Lenaerts

CEO  
rudi@interact.be

- General management



### Diego Lens

Consulting & Training Manager  
diego@interact.be

- Citrix certified instructor
- Training & technical workshops
- Technical consultancy & support



### Jan Stroombergen

Business Development Manager  
jan@interact.be

- Market development
- Product research



### Jürgen De Wolf

Marketing Manager  
jurgend@interact.be

- Reseller marketing support & MDF
- Seminars, events, workshops, incentives, etc.
- Training planning



### Yannick Lepère

Marketing Executive  
yannick@interact.be

- Marketing support
- Website, e-newsletter
- Training registrations



### Jeanine Van der Heijden

Operations Manager  
jeanine@interact.be

- Finance & administration
- Order processing & follow-up
- Stock management & RMA



Contact us at +32 (0)3 870 60 20

# Events calendar



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## Summit '08

**Date:** January 27-31, 2008  
**Location:** Orlando, USA  
**What:** An exclusive global event for Citrix business partners worldwide  
**Interested in joining us?** For more details contact [jurgen@interact.be](mailto:jurgen@interact.be)

## Citrix Update event

**Date:** February 14, 2008  
**Location:** San Marco Village, Boomsesteenweg, Schelle (Antwerp)  
**What:** An update event about all the information that was presented at the Citrix Summit in Orlando  
**To register:** mail to [jurgen@interact.be](mailto:jurgen@interact.be)

## Partner Exchange

**Date:** April, 2008  
**Location:** To be announced shortly  
**What:** This event will highlight the increasing value of partnering with Citrix and will discuss the latest business opportunities  
**To register:** to be announced shortly (via e-mail)

## interAct Reseller Awards

For the 4<sup>th</sup> year in row interAct organizes its annual 'Reseller Awards'. This award ceremony recognizes the success resellers have realized in promoting and selling the products and solutions of interAct.

interAct  
'Reseller Awards'  
12-02-2008

### The award categories are:

- Best New Partner 2007
- Best Partner over the past 3 years ('05-'07)
- Fastest Growing Partner 2007
- Best Marketing Campaign 2007
- Best Partner 2007
- Best Security Partner 2007 - **NEW Category**
- Best SMB Partner 2007 - **NEW Category**

During this 4<sup>th</sup> edition 2 new Award categories, 'Best Security Partner' and 'Best SMB Partner', are being introduced. The award for 'Best Security Partner' will go to the reseller who achieved the best results during the Security campaign organized by interAct during the first half of 2007.

The interAct 'Reseller Awards' event will be held in 'De Jachthoorn' in Kontich on Tuesday February 12, 2008. The Award ceremony starts at 6.30 pm. A personal invitation will be sent to you via e-mail in the coming weeks.

**For those of you who can not wait: you can, as of today, pre-register for this event via [jurgen@interact.be](mailto:jurgen@interact.be)**

As a reminder, last year winners: Van Roey Automation (Best New Partner 2006), Econocom (Fastest Growing Partner 2006), Orbid (Best Marketing Campaign 2006), Systemat (Best Partner 2006), Systemat (Best Partner over the past 3 years 2004-2006), Savaco (Best Mobility Partner 2006).



# Training Calendar Q1/2008

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interAct is the Citrix Authorized Learning Center (CALC) for Belgium and Luxembourg. This means that interAct is the technical training facility authorized to provide technical instructions for installation and administration of Citrix products, including Presentation Server, Access Gateway, Password Manager and the Management Services. interAct teaches Citrix-authorized courses that prepare students for Citrix Certification. Citrix Authorized Courseware are instructional materials developed by Citrix, to assist in educating the industry professionals on Citrix Server-based technology.



Citrix Technical Training	Code	Days	Price*	January	February	March
<b>Citrix Presentation Server</b>						
Citrix Presentation Server 4.5: Administration	CTX-1259AI	5	€1849		11-15	17-21
Skills update from Presentation Server XP to 4.5	CTX-4100AI	3	€1199		19-21	
Skills update from Presentation Server 4.0 to 4.5	CTX-4100SU	1	€375	22		
<b>Citrix Access Gateway</b>						
Citrix Access Gateway Advanced edition: Administration	CTX-1308AI	2	€995			5-6
<b>Citrix Password Manager</b>						
Citrix Password Manager 4.5: Administration	CTX-1327AI	2	€995		5-6	
<b>Citrix EdgeSight</b>						
EdgeSight 4.5: Application Performance Monitoring & Analysis	CTX-1800AI	2	€995			12-13

**A registration form can be found on [www.interact.be](http://www.interact.be)**

\* End-user price per person incl. manual and lunch (excl. VAT). Training schedule subject to change.

interAct has a cooperation agreement with the following training centres:

- Dolmen ([www.dolmen.be/education](http://www.dolmen.be/education))
- Telindus Belgium ([www.jccademy.be](http://www.jccademy.be))
- Xylos ([www.xylos.be/training.aspx](http://www.xylos.be/training.aspx))
- Guidance ([www.guidance.be/education](http://www.guidance.be/education))
- Telindus Luxembourg ([www.formation.telindus.lu](http://www.formation.telindus.lu))

Oudestraat 119 - 2630 Aartselaar - Belgium  
 T. +32 (0)3 870 60 20 - F. +32 (0)3 870 60 21 - [info@interact.be](mailto:info@interact.be) - [www.interact.be](http://www.interact.be)  
 Responsible editor: Jürgen De Wolf

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