

Cisco solutions in Zambia and Zimbabwe through distribution agreement

Comztek Africa, a leading distributor of technology and communications products and solutions throughout the African continent, and Cisco have signed a preferred distribution agreement, with immediate effect, as part of a joint strategy to assist customers in Zambia and Zimbabwe take advantage of a growing need for Cisco solution



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With an existing footprint, partners and a series of thriving agreements with vendors in both countries, Comztek Africa is ideally positioned to assist resellers and will, as a part of the agreement with Cisco, continue to invest in growing on the ground capacity as well as local infrastructure in order to better service partners.

"As per the agreement we have committed to assist our partners in both Zimbabwe and Zambia by providing skilled account management services, and access to a dedicated and reliable team of Cisco experts, whose focus will be to grow their business," states Uwe Brandkamp, sales director at Comztek Africa.

"To complement this we believe that the company's proven route to market for Cisco's products and services from vendor through to the reseller and our adherence to a strict indirect channel model are contributors to our ability to support our resellers in country," he adds.

Resellers in the region will now be able to take advantage of the company's value-added services, where it provides access to a range of core complementary services to resellers; commits to developing reseller staff to help them win more business; grow the reseller's capabilities and extends their reach into new markets, through support, innovation and new technologies.

These services also encompass the full range from logistics to marketing, pre-sales, technical and engineering support offerings provided to resellers by the company.

"The African market is key to our growth plans and our decision to select Comztek Africa as the company's preferred distributor in Zambia and Zimbabwe was a natural progression of an already very successful relationship with it in other regions," states Stefano Mattiello, GM for Emerging Africa at Cisco.

"The company brings with it more than 30 years experience selling Cisco, experience we believe will provide the local resellers with exactly the support they will need on our range of products and solutions," ends Mattiello.

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