



CHANNEL CHAT WITH Datadobi

James Henderson chatted with Datadobi regional director APJ **ANDY MILBURN.**

FROM A CHANNEL PERSPECTIVE, WHAT ARE DATADOBI'S TOP PRIORITIES DURING THE NEXT 12 MONTHS?

As a business, we are still very new to the Australia and New Zealand markets, as well as Asia Pacific and Japan. We will continue to execute our plan which is focused on working closely with our distributors locally — Westcon-Comstor and Tech Data — to enable partners to offer data mobility software and services in an uncomplicated and highly profitable way.

WHAT ARE THE MAJOR TRENDS CURRENTLY IMPACTING THE MARKET?

We're seeing the movement of large amounts of unstructured data to platforms where customers can reduce costs but more importantly apply tools such as analytics to derive value from these previously stagnant data pools.

We believe the cloud has a great deal to offer in this space and represents ongoing opportunities for the channel. Also, archives and back-ups can now be moved without needing to be rehydrated, which frees up expensive appliances and disk while vastly reducing the cost of storage.

HOW ARE THE CHANGING DEMANDS OF THE CUSTOMER IMPACTING THE CHANNEL?

Customers are more knowledgeable than ever before, they have multiple possible answers to questions before they even ask them. In response, the channel must be incredibly agile to keep pace which means that simply recycling solutions from the previous year won't be enough.

WHAT CAN THE CHANNEL EXPECT FROM DATADOBI IN 2018?

We are committed to helping partners add new and profitable revenue streams without requiring them to restructure their business or make huge dollar or time investments.

In the market today, the vast majority of file storage deals involve migration which means that through simply adding this to a deal, partners can dramatically improve ROI and margins. Being able to replicate between competing brands (including the cloud) also produces new and interesting opportunities for our partners.

WHAT ARE THE KEY CHALLENGES FOR PARTNERS TO OVERCOME IN THE YEAR AHEAD?

Partners are being held back by the traditional relationships that they currently hold within the local market. Partners must ensure they remain competitive to succeed so new technology could also mean new relationships.

Across the channel, the 'big boys' have been frantically acquiring companies during the past few years. Many of these acquisitions were to fill gaps in their portfolio, allowing them to be able to say, "we've got one of those". But this isn't always going to be enough for customers who want to know that they are buying best of breed products and solutions wherever possible.

WHERE DO YOU SEE OPPORTUNITY FOR PARTNERS IN 2018?

We are committed to helping customers derive more value from existing systems and infrastructure. Data movement has been a real prohibiting factor in the past but we now provide the ability to work



Andy Milburn – Regional director APJ Datadobi

with multiple storage platforms including those in the cloud in timeframes that were unthinkable just a few years ago.

WHAT DOES A SUCCESSFUL DATADOBI PARTNER LOOK LIKE?

A successful Datadobi partner looks very happy. Because if you can seamlessly add very profitable services to your portfolio and separate yourself from your competition in the process — what's not to like?

IN ONE WORD, HOW DO YOU THINK CHANNEL PARTNERS DESCRIBE YOUR COMPANY?

Enabling.