

## Alpha Gen Presents Growth Plans

Written by Frederick Douglas  
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Security distributor Alpha Generation has big plans to address channel demand as it expands into Europe, including a boost for support to channel partners and growing the workforce.



The distributor's first foray into Europe is in the Nordics, part of the 4SEC Group expansion strategy. It comes 2 years after Alpha Generations arrived in the UK and Ireland, and is the result of a relationship with Thycotic. Alpha Gen promises it will allow it to cover the growing security needs of businesses across the region. After all, Danish shipping giant Maersk lost around \$300 million in revenues after it was target of the NotPetya exploit.

“Businesses are not going to win the ongoing battle against cyber attackers alone, and resellers need to get better at supporting them,” Alpha Generation says. “IT security resellers need support too but, according to our research, most think distributors aren’t doing enough. Just 22% say they focus on long-term proactive security. Distributors need to focus on offering resellers the products and services their end-users are asking for, which is what our business is centred around.”

The first step in the growth strategy is the workforce-- one the distributor has already tripled in the last 18 months, with more employees in the sales, marketing and support teams. Additional marketing resources give vendors access to creative campaigns, while resellers get extra support to reach target customers.

The additional support employees offer pre- and post-sale support for partners, and investment in data research helps it find, profile and introduce new and existing vendor products to channel partners.

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