

NHR Changes Name, Becomes Curvature

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IT infrastructure services provider Network Hardware Resale (NHR) changes its name as it sets to expand beyond the status of hardware reseller-- the company now calls itself Curvature.



Founded in 1986, NHR evolved from basic Cisco reseller to independent supplier of vendor-agnostic infrastructure and operations services. It also aims to go against the 3-5-year equipment refresh grain, as it allows customers to extract more value from their infrastructure by extending upgrade and refresh timelines.

"We firmly believe that our customers need to be in charge of their own IT destiny and not feel forced to depend solely on OEMs to guide crucial lifecycle management decisions," CEO Mike Sheldon says. "We chose the name Curvature because it represents a change in direction from the norm. The cornerstone of our approach has always been in allowing our customers to dictate their own terms in their IT purchases. However, in doing so, our value and services offering had long surpassed our former name-- Network Hardware Resale."

According to Forrester Consulting study not buying into the accelerated refresh cycles pushed by OEMs leads to "significant" savings-- and Curvature claims NetSure can get savings of up to 50-90% by deploying hybrid network services to either augment or replace OEM maintenance.

As such, the analyst adds 80% of polled IT decision makers are willing to look into 3rd party maintenance options, as 81% find "little value" in the maintenance acquired from OEMs.

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