



## **Drobo goes up-market**

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With the launch of its recent storage product B1200I in Europe, Drobo has announced that it is now aiming at some larger businesses and is expanding its European channel with new VARs, it says.

The company is currently growing its "family" of products and will target the middle-sized businesses across all sectors. However, the biggest uptake has been seen from the traditionally budget-constraint verticals such as healthcare, education and local governments.

Senior director of EMEA sales at Drobo, Marcus Thompson tells IT Europa: "The launch of the B1200I in Europe this week means for the Drobo channel that we're moving up the value chain and addressing the needs businesses. It means that our existing resellers will be able to sell to larger accounts with a wider portfolio of Drobo solutions"

Additionally, Drobo is searching now for new VARs who already have the expertise in selling mid-range storage solutions. "We will be looking to expand our channel significantly with new VARs who currently sell mid-range storage solutions that are either beyond the budget of most SMBs or entry-level solutions" adds Thompson.

As IT Europa reported a few months ago Drobo announced that its strategy to push for SMBs sector through two tier channels in Europe as well as positioning itself up from "prosumer" market into SMBs and departmental storage with up to 250 users.