

## CLM seals partnership to distribute Drobo in Brazil

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*By offering a flexible storage, the distributor focuses on the SMB market*

CLM, a Value Added Distributor (VAD), sealed a partnership with Drobo to distribute its storage line in Brazil. Thomás Camargo – the company’s CMO – told InformationWeek Brasil in an interview that the product target are the SMBs, which is a segment that’s been putting a lot of investments on Information Technology.

The storage’s main feature is its possibility to put in several hard disks (SATA or Sas) and SSDs as the need for data storage increases. Although it’s not possible to put HDDs from different technologies, Drobo can have two SATA and two SSD disks, for example. The equipment reads and integrates them automatically. Drobo first came out with products that supported up to four discs and were directed to professionals, small offices or even end users. Because of the good acceptance from the customers, the vendor developed another line focused on business users. Today, the Drobos available in the market support from four to twelve HDDs.

This way it’s possible to compete with biggest players in the SMB segment, not only by its ease of use – Drobo is a plug and play solution – but also by its price. Recently, EMC released a product for SMBs costing less than US\$ 10,000.00, but some Drobo products have even lower prizes.

“Since we are VADs, our sales will happen through channels and will be focused in the 8-bay and 12-bay solutions”, Camargo explains. “Our main target will be the SMBs, but we’ll have no problems selling Drobo to big companies. Some of them will use it, not as their main storage solution, but for specific departments or as a backup”.

According to him, the idea is to seal partnerships with resellers which are specialized in Citrix and VMware. Drobo has already been certified by both virtualization companies, and in the US, this strategy has been producing some interesting results.