

Interactive Ideas Named Red Hat EMEA Distributor of the Year

By KL Associates

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UK's Leading Value Added Distributor Wins Recognition, Praise at Annual Red Hat Partner Event

Interactive Ideas, one of the UK's leading value-added Software and Technology distributors, announced today it has won the Distributor of the Year award at the Red Hat EMEA Partner Summit.

A long time partner, Interactive Ideas, has profited from a 13 year business relationship with Red Hat, setting up their corporate reseller sales division in conjunction with the launch of Red Hat Enterprise Linux. Over the past year, Interactive has added a specialist Red Hat product manager to support its reseller channel and recently added a Red Hat Certified Engineer to provide live support online to its reseller community. In the last few weeks, Interactive has also launched the first automated quote system for Red Hat subscription agreements for the Interactive reseller base.

Mike Trup, Interactive Ideas Managing Director commented, "Interactive has enjoyed a close relationship with Red Hat for a long time and we've seen massive growth in channel interest over the last couple of years particularly. The time has never been better for businesses to realize the significant value inherent in open source software. Red Hat is the trusted provider of world-class open source solutions and they have given the model credibility in the enterprise space, especially in mission critical applications."

"We believe the adoption of open source solutions will be even further accelerated by the need to achieve greater value and performance on a smaller budget due to the economy. To that end, we've significantly increased our investment in open source in general and Red Hat in particular. We are thrilled to have been recognised at Red Hat's EMEA Partner Summit, and look forward to continuing our successful partnership over the coming year."

Petra Heinrich, director of partners and alliances, EMEA at Red Hat, commented, "Interactive Ideas has shown a great commitment to Red Hat as well as to the partners in the UK. They've truly helped to build the open source partner base in the UK.

Red Hat is delighted to have such a strong distributor in Interactive Ideas and we look forward to a successful partnership in the future as the adoption of open source software accelerates to even greater levels."

For more information about Interactive Ideas please visit; <http://www.interactiveideas.com> . For more information on Red Hat's partner program please visit; <http://www.europe.redhat.com>

About Interactive Ideas

Interactive Ideas are a leading value-added distributor of Software and Technology products, establishing ourselves in the competitive IT industry by providing excellent customer service, proactively working with our partners and being able to identify emerging technologies.

Recognition as a leading specialist distributor has come from leading awards from Computer Reseller News, Microscope and PC Retail in the past year with Interactive Ideas also being recognised as Red Hat's top distributor across EMEA.

Structured into two divisions; the consumer retail team works with retail, mail order and TV shopping companies to provide market leading and unique software and peripherals for the home and home office user. The corporate reseller team works with resellers, VAR's and systems integrators to provide software solutions, licensing and enterprise Linux for companies of all sizes from small business to the enterprise.

Learn more: <http://www.interactiveideas.com>

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