

Scale and focus are key

Heinz Stephan, business unit director: Consumer Electronics

How many people are in your team, and what do they do: There are six people, consisting of channel managers and account managers.

What products are in your division: Microsoft Consumer, Fujitsu Siemens Computers, Norton by Symantec, Micrasoft Full Packaged Products and Iomega.

Please give a brief outline of each of the product lines/brands:

Microsoft Consumer consists of hardware products, keyboards, mice, Webcams, headsets, gaming devices, consumer software for Mac and Windows as well as games for Windows. They are top quality and reliable products that are designed to work perfectly and enhance your Microsoft experience.

Fujitsu Siemens Computers consists of an extensive range, for the consumer, small business, mid-sized and large enterprises, of notebooks, personal computers, thin clients, tablet PCs, standalone and rack-mounted chassis servers as well as an extensive DAS, NAS and SAN storage offering, all covered by a comprehensive warranty and onsite service where required.

Norton by Symantec is the leader in consumer PC security with products including anti-virus, firewall, Internet security and a variety of fantastic software products that help to secure and protect digital information.

Microsoft Full Packaged Products include the boxed products of Microsoft's software offering. Perfect for all organisations that require operating systems like XP, Vista and Server. It also includes Office, Visio, Project, Sharepoint, Exchange, SQL and development tools to mention but a few.

Iomega is the market leader in personal storage with products scaling for the small and mid sized organisations that have a hardware storage

requirement. USB and Firewire external hard drives for Windows, Linux and Mac; multimedia drives for Xbox and Playstation; media centre devices for video and audio streaming; and storage, network attached storage as well as removable storage products. All backed up by superior reliability to protect your special memories and valuable digital information as well as including CA BrightStor ARCserve Backup software where necessary.

What is the current highlight of each product line/brand: Microsoft Consumer - top quality and reliable products that are designed to work perfectly and enhance your Microsoft experience in today's digital age; Fujitsu Siemens Computers - German engineering, design and reliability at it's best; Norton by Symantec - they set the standard and are the benchmark by which the computer security market is measured; Microsoft Full Packaged Products - are the industry standard in computer productivity tools; Iomega - in a world where your whole life, memories, business and entertainment has all become digital, trust the best and most reliable products to store them.

In your experience, what is the biggest challenge that resellers are facing today: The ability to scale up to the vast opportunities that the ICT industry is presenting while retaining focus and a key market differentiator.

How are you working to help them in this regard: By providing in-house skills to assist our partners to capitalize on the opportunities that present themselves as well as guidance in choosing the best products so that their business becomes a leader and not a follower.

In your experience, what is the biggest challenge that distributors are facing today: The continuous onslaught of cheap unreliable products that often undermine the integrity of the business we are in.

What do you think the solution is: Education, trust and partnerships are the cornerstones to all



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successful businesses.

In your opinion, what are the new technology trends and directions we can expect in the next 12 months: The continuing commoditisation of products that are embraced by the home and small businesses. This is largely led by the global broadband and internet explosion. Products will become smaller, simpler to use and install and the industry leaders will most definitely become more innovative and design conscious.

How is your division at Comztek changing and growing to meet current and future demands: As a principle, our strategy is not to be everything to everyone but rather listen to our customers and provide them the best turnkey solutions the market has to offer. In lieu of that we are continuously looking to expand our product offering.

How does your division work with others in Comztek to offer the dealer a complete solution: The four business units within Comztek are designed by nature to be complementary. The resulting focus within each business provides a specialised service to our customers while offering a complete solution for most ICT applications.

PORTABLE HARD DRIVES

DESKTOP HARD DRIVES

MULTIMEDIA DRIVES

NETWORK STORAGE DEVICES

REV® BACKUP DRIVES

HARD DRIVES FOR MAC® USERS

iomega
an EMC company

Now available from Comztek.

For more information, visit www.comztek.com, phone 0800 600 557 or email Andre Smit at andres@comztek.com

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