



SUPPLEMENT TO:
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VSR
VERTICAL SYSTEMS RESELLER
 TECHNOLOGY INSIGHT THAT BUILDS BUSINESS



1ST ANNUAL
**REVIEW &
OUTLOOK**

**95 Industry Leaders Throughout
the Channel Offer their
Predictions for 2008**



REVIEW & OUTLOOK



ORACLE

RAULINE OCHS, SENIOR VICE PRESIDENT,
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One key area that will change this year is that customers are shifting their buying patterns, and we are seeing the results particularly in the growth of Software as a Service (SaaS). It's a good way for customers to reduce risk and build predictability into their spending. For Oracle, that means delivering applications On Demand, and we're doing that with many solutions. This is also causing our partners to re-evaluate their business models and ensure they can deliver software this way, as well as deliver it profitably. If they're ISVs, those changes go all the way to potentially re-architecting their applications to deliver them as a service.

The other big thing is the trend toward consolidation. That trend will continue, and Oracle's strategy has had a significant impact on the market — that means two things to our partners.

“Our partners are constantly going up against larger competitors, and they need to make careful bets on how they want to grow to compete effectively against these larger companies.” — RAULINE OCHS

First, Oracle has vastly expanded our portfolio of products for partners to integrate and resell. As we've invested in new areas, we've also created fresh opportunities for partners to grow the sale in their accounts with new applications and solutions, such as product lifecycle management, business intelligence and content management. So partners need to examine their business strategy and ensure they are working with vendors that provide a strong revenue growth opportunity.

But consolidation isn't limited to vendors, so the second-most important change is that the partners' own competitive environment is intensifying as their competitors consolidate. Our partners are constantly going up against larger competitors, and they need to make careful bets on how they want to grow to compete effectively against these larger companies. We think that through our acquisition and development strategy, we're making it easier for partners to compete against companies of any size.



PACIFIC STAR COMMUNICATIONS (PACSTAR)

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In 2008, federal, state and local governments and disaster responders will face a number of major challenges. The most critical, and the one that must be addressed over the next 12 to 18 months, is a dichotomy that I like to call “abundance versus scarcity.”

Abundance equals the ever-increasing demand for complex information, including voice, data and video over IP. Scarcity refers to the non-availability of satellite bandwidth to deliver complex information over the last mile to end users that are impacted the most by lack of infrastructure. The modern “warfighter” must be able to receive an abundance of data and voice communications to remain aware of command and control directives, enemy movements and an endless list of additional requirements.

On the home front, the demands are similar. Local, state and federal governments rely on first responders to quickly determine the needs of an area devastated by a disaster. In both cases, access to information can mean the difference between life and death, not to mention prevention of property damage or loss.

Most of the world lacks adequate network infrastructure to support the modern warfighter or the disaster at home. And in the event of a catastrophic event, governments cannot rely on existing infrastructure that may not be available.

So what can be done? IP systems can condense information and deliver it on available systems. Use of alternate delivery systems such as WiMax, Wi-Fi, 3G, free space optics and others can deliver broadband to remote locations. But solutions require smart, realistic planning and serious investment.

In the meantime, companies will begin to deliver the first set of fully converged IP systems meeting new U.S. Military standards from DISA. These systems will provide a lower-cost alternative to building-out legacy networks, and will connect people in ways that were previously impossible.



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Currently, the “traditional” security industry is collaborating with data