

PineApp hits on local partnership with Impact

Israel-based vendor forms its first Australian distribution partnership after actively starting its search in November last year

Matthew Sainsbury 23 March, 2009 11:20:00

Impact Systems has signed on to be the first local distributor for security vendor, PineApp.

The Israel-based email security, Web filtering and SMB solutions vendor first highlighted plans to [sign a distributor in November last year](#).

At the time PineApp vice-president of sales, Arie Wolman, said the vendor had experienced limited success with finding customers and was keen to develop representation in the Asia-Pacific region.

Impact Systems senior channel manager, Peter Agamalis, said PineApp was the distributor's first play into the space.

"We're seeing a lot of resellers emerge to take an interest in the space, and a lot of growth in demand for products of this kind," he said. "There'll be the challenge of getting the name of an as-yet unknown vendor out when a lot of potential and existing customers recognise competing brands. But PineApp holds substance overseas, and we're hopeful that it will become a familiar name."

Impact is looking to leverage a key set of resellers who will offer PineApp as a value-add with security integrations, and will be supporting the reseller channel in taking the product to market.

Impact's other immediate goals were to continue to develop its partnership and penetration with [Microworld's product line-up, following the partnership inked late last year](#). Agamalis said.

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