

Oxfordshire IT Systems Integrator Bucks Recession with Award Winning Sales Book

Clinches VMware Best Revenue Partner Award with virtualisation revenue up 300%, beating 1,200 resellers across Northern Europe

GREAT MILTON, OXFORDSHIRE, UK– Prolinx Ltd, the UK-based IT systems integrator is defying the economic downturn. The company has reported successive growth year on year since 2005, and posted a staggering 300% increase in its VMware virtualisation* sales in 2008. Prolinx recruited seven customer facing staff last year alone and plans further expansion of its team of specialists with the forecast of continued growth in 2009. The company's burgeoning sales of VMware IT virtualisation technologies saw it beat off competition from 1,200 resellers across Northern Europe to receive the award for **Best Revenue Partner, Northern Europe 2008** at VMworld Europe 2009 in Cannes from VMware, the world's market leader for virtualisation technologies.

Prolinx has benefited from being a major provider of virtualisation technology and services to the public sector, and is now rapidly expanding its commercial sector business. Despite the economic downturn, sales of virtualisation technology have been strong as customers seek to reduce costs through consolidating the number of IT servers in their organisation and centralising the control of their IT infrastructure. While Prolinx also serves commercial markets, the public sector has proved comparatively buoyant as companies have reigned in their capital spending.

"In particular, we have reaped the benefits from our strong position in serving the higher education market," said Mike Wheeler, Prolinx's commercial director, "where we count a considerable proportion of the country's 150 or so universities as our customers. This has been a strong market for virtualisation technologies across the board, from data centre consolidation to virtual desktop infrastructure (VDI) projects."

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Customers in 2008 included: Acushnet, the world's leading golf equipment company for which Prolinx consolidated the server environment, reducing Acushnet's energy bill by 22% and maintenance bill by around 35%. Also, Prolinx provided Acushnet with an enhanced and simplified storage and disaster recovery strategy; Canterbury Christ Church University for which Prolinx supported a consolidation of 200 physical servers to 30 virtual machines, and provided a storage attached network and backup strategy.

Key to Prolinx's success is its ability to translate business issues into technology solutions and its commitment to providing extraordinary levels of customer service.

The company made substantial investment in VMware training and accrediting staff. In addition, Prolinx invested in thought leadership activities including seminars aimed at explaining the benefits of virtualisation to potential customers. It is currently running a series of seminars on VDI. Its most recent seminar, entitled Simplifying the Route to Desktop Virtualisation is being held at The University of Birmingham on 19 March.

Award Winning Order Book

VMware acknowledged Prolinx's impressive 300% annual growth in sales of its virtualisation technology by presenting Prolinx CEO Andy Weller and commercial director Mike Wheeler with the award for Best Revenue Partner Northern Europe 2008 at the VMworld 2009 conference in Cannes, on 22-24 February, 2009. The conference was attended by more than 4,000 people.

Despite the downturn, Prolinx intends to expand further its virtualisation business this year. "Whilst we do forecast a slowdown in sales growth in 2009, we still plan to expand our virtualisation business by more than 30% this year and recruit new staff during the next 6 months," said Wheeler.

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Major growth areas for the company in 2009 include Enterprise Desktop Deployment, where end users can access personalised desktops complete with applications and data on a wide variety of devices, and Disaster Recovery for which Prolinx develops comprehensive strategies that allow organisations to rapidly recover virtual and physical environments at minimal cost and disruption to business operations.

Notes to Editors

Pictures of CEO Andy Weller and Commercial Director Mike Wheeler are available with and without the award on request.

About Virtualisation

*Virtualisation is a relatively new technology. It allows organisations to maximise the capacity of their existing computer servers by hosting multiple operating systems and applications on a single server. Given that many servers only utilise 5-10% of their computing power, virtualisation allows organisations to save money by reducing the number of servers they need. So whereas before a business may have used 30 servers, once virtualised, they may require only three. VMware is the world leader in virtualisation with more than an 80% market share.

About Prolinx

Established in 1997, Prolinx Ltd is an IT systems integrator providing organisations with technology and services to enhance and develop their IT infrastructures. Its success is built on its ability to listen, learn and understand the business requirements of its customers, and then to relate these objectives to IT solutions that reduce costs, mitigate risks and enhance growth. The company is committed to continuous investment in its employees and processes – a policy which has led it to achieve the highest level of accreditation with industry-leading organisations including Microsoft, VMware and HP. More information can be found at www.Prolinx.co.uk.

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