



# ClearCube signs ATM

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Blade PC pioneer ClearCube has signed a strategic partnership agreement with ATM Technology Management as the sole UK warranty agent for blade maintenance.

The appointment of ATM is the first of several expected reseller appointments, as the start-up vendor told *MicroScope* it was finding a "strong foothold" in the UK market, having courted enterprise specialists in what it saw as an attempt to win back the corporate desktop from the direct trade of vendors (see *MicroScope*, 17 May).

ATM will initially work in tandem with corporate reseller Elcom, which joined IBM Global Services and BladeTec as an accredited ClearCube partner earlier this year after signing a \$500,000 (£283,000) deal with

a Docklands-based US bank for ClearCube PC blades.

Neale Stidolph, sales director at ATM, said: "If you are a large and dispersed corporate it can be difficult to manage and upgrade your PC environment, and clients have struggled with the management of PCs generally. The argument has been

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"We have had a strong history with Elcom for many years, providing a lot of service for a lot of the products it sells and

winning clients together," he added. "ClearCube is strengthening its unique offering in the market and has decided to go through the accredited route — we are looking to drive sales up with Elcom."

Tony Davis, managing director of Elcom, said: "Blade technology is giving our customers enormous computing power, while our association with ATM is providing them with peace of mind.

"This complete blade PC solution allows for every facet of the customer's needs to be met, including system efficiency, manageability and control. Our lasting relationships with ClearCube and ATM, as well as our customers, are going from strength to strength as we continue to serve organisations in this developing market."

Meanwhile, Raj Shah, chief marketing officer at ClearCube,

revealed that further reseller agreements would be unveiled in coming months as the vendor was looking for corporate dealers with expertise in healthcare and defence vertical markets.



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