

StarLink Enters DACH Region

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Dubai-based security VAD StarLink sets a "logical extension" to the existing European Hub with plans to extend coverage across the DACH region for "next generation security solutions."



The security company is still to actually define the expansion into DACH, beyond the existing Netherlands and UK offices, but says it targets next-generation technologies to improve governance and combat evolving threats. It is also in line with a long-term vision to become the "largest global True VAD," by developing new markets and replicating a unique business model.

"We are right on track with our plans to position StarLink as an innovative player in the IT distribution business across the DACH region, through a massive focus on developing new business opportunities for our suppliers, channel partners and their end customers. We are making very dynamic investments in local resources to expand the Starlink value proposition across Europe and deliver aggressive growth targets for both partners and suppliers," the VAD says. "StarLink's unique strategy adds real and demonstrable value in each step of the IT security channel-- the vendor, the partner and the end customer. We continue to enhance our portfolio with new best-of-breed vendor contracts."

As the fastest-growing VAD in Turkey and MEA, StarLink currently has a presence in 20 countries. It offers multi-layered, defense-in-depth and pervasive security infrastructures through a channel network of over 1100 partners, and is a "Trusted Security Advisor" to around 2200 enterprise and government customers globally in diverse business verticals.

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