

## DeskCenter USA targets North American desktop management software market



22 March, 2010  
By Mark Cox  
eChannelLine Daily News

[DeskCenter USA Inc.](#), a desktop management software company and subsidiary of DeskCenter Solutions AG, has made its' presence in the North American market better known with the announcements of their new Partner Program and that DCi (Delta CompuTec, LLC), a managed services and Software-as-a-Service (SaaS) provider, has become a Platinum member of that program.

DeskCenter Solutions AG has had strong success in the European market. Its' North American subsidiary was established last year to try and crack the crowded desktop management software market here.

"We have taken this technology which has had phenomenal success in Europe, and which we are now trying to bring into the US market," said Hans J. Kaemmlin, president and CEO of DeskCenter USA. "We believe that we can differentiate ourselves and our partners from the competition."

Price/performance is a key element of that differentiation, as is its' availability in either a SaaS or a software offering.

DeskCenter USA defines its' market as the SMB space, but also defines that very broadly, from 25 desktops to multiples of thousands. Kaemmlin said its' core target market in this space is from 200 nodes up, but thinks the attractiveness of their price point will sell it in some companies smaller than that.

"While our main target is the mid-market, from 200 to-5000-6000 nodes, we are giving the smaller companies opportunities, and so we will get some sales there, companies who couldn't reach for something like this before."

"Our price point is a key differentiator," Kaemmlin added. "We offer the same types of capabilities, with 15 applications in our suite, as more expensive solutions. We have the same functionality, but at a better price. Insurance companies, real estate brokerages, they can't afford expensive 120-150k installations, especially in recessionary times. We can offer them the same functionality for a price they can afford, which doesn't break the bank."

The DeskCenter suite can be sold as a straight software sale, or as a managed services offering, and the company is clearly encouraging the latter. Its' flexible licensing options protect its partners' business models and allow the offering of solutions with customers' best IT and business practices in mind. The 15 applications include: Windows 7 upgrade; asset monitoring; patch management, software and OS deployment; remote monitoring and management; hardware and software inventory; problem tracking and resolution with helpdesk, and disaster recovery assistance.

"What we offer is software which we do not host ourselves, but rather give the partner the benefit of offering the service," said Tigran Safari, director of technology at DeskCenter USA. "The partner can custom tailor the solution to what their customer may require."

"Our SaaS model enables our partners to improve their profit structure," Kaemmlin said. "We are supporting all of our channel partners with this model."

The DeskCenter USA partner program has a three-stage partner model, with Silver, Gold and Platinum levels. DCi, which was announced as a Platinum partner, will open up DeskCenter's customer base in various markets including financial services, healthcare, media and business services. DeskCenter USA is looking to recruit MSPs and traditional desktop management software vendors.

The company has also aggressively commenced operations to generate business.

"We have engaged a telemarketing group which is reaching out so that we can establish certain reference accounts, 5 or 6 by the end of April," Kaemmlin said. "The same group will also support channel partners."

"We will start in the second half of April with weekly or 10 day spaced webinars where partners and prospects and customers can dial in and we will teach them more about our applications. We will also bring out a new version (9.0) of the product by the end of the year."