LANCOM Systems builds new Cloud Sales team

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New specialist team for cloud-based network management

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Aachen, October 05, 2016—German network manufacturer Rohde & Schwarz Networks and Cybersecurity is building a new sales team to market its R&S®LANCOM Management Cloud. The Cloud Sales team has moved en-bloc from the erstwhile SD-WAN specialists OCEDO to LANCOM. The team is led by former VP Sales Ralf Haubrich, who joins LANCOM as Director of Cloud Sales. He reports directly to LANCOM Managing Partner Stefan Herrlich.

With the aim of building the new sales team, LANCOM has successfully recruited a complete team of Cloud/SDN/SD-WAN (software-defined networking, software-defined WAN) experts. The six-person team around Ralf Haubrich is moving en-bloc to LANCOM following the OCEDO take-over by Riverbed. The team forms the new Cloud Sales unit within the LANCOM sales organization and is responsible for the international development of the Cloud solution business through the distribution channel and specialist resellers. The R&S®LANCOM Management Cloud (R&S®LMC) offers the centralized installation, monitoring and management of local and multi-site networks—with a few clicks of the mouse—on the basis of LANCOM routers, WLAN access points and switches.

Members of the new Cloud team next to Haubrich include the former OCEDO head of DACH sales Claudia Wolf, who has joined LANCOM as Regional Sales Manager with responsibility for Cloud sales in Germany, Austria and Switzerland, along with Sandra Grözinger, Senior Marketing Manager for the LANCOM Cloud. The role of technical specialists is assumed by Elmar Haag and Lutz Linzenmeier, and Michael Reiß comes aboard to assist and support LANCOM distributors in matters relating to the new Cloud solution. These six Cloud specialists have successfully worked together for a number of years already. Through their

earlier positions at Astaro and later Sophos, they not only have extensive Cloud know-how but also years of experience in establishing and managing channel structures in the security market.

Stefan Herrlich, Managing Partner of LANCOM Systems, sees enormous potential in the new team. “The group around Ralf Haubrich brings profound Cloud experience and is the ideal addition to our established sales organization. Our R&S®LANCOM Management Cloud stands to benefit massively from this know-how right from the launch, and it is sure to make a strong contribution to our already buoyant growth.”

Ralf Haubrich, new Head of Cloud Sales at LANCOM, adds: “LANCOM offers outstanding prospects for all of us. The solid strategy that LANCOM pursues, their clear commitment to the channel, and their excellent solutions—not least the new LANCOM Management Cloud—are the ideal starting point for the continued strong growth of Rohde & Schwarz Networks and Cybersecurity.”

The new sales unit will operate from the recently established LANCOM sales office in Karlsruhe, Germany.

Our comprehensive press service can now be found online in the new LANCOM Newsroom:

www.lancom-systems.com/newsroom/start/

Rohde & Schwarz Networks and Cybersecurity background:

Rohde & Schwarz Networks and Cybersecurity GmbH is the leading German manufacturer of networking solutions for business customers and the public sector. LANCOM offers professional users secure and future-proof infrastructure solutions for local-area and multi-

site networks (LAN, WLAN, VPN), and also for central, Cloud-based network design and management (SDN/SD-WAN). All LANCOM routers, gateways and Wireless LAN components are developed and manufactured in Germany, and a selection of the VPN solutions is certified by the German Federal Office for Information Security (BSI) for the protection of particularly sensitive networks and critical infrastructures (EPCIP). Rohde & Schwarz Networks and Cybersecurity has its headquarters in Würselen near Aachen, Germany. Customers include small and medium-sized enterprises, government agencies, institutions, and major corporations from Germany, Europe and, increasingly, worldwide.

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