

## Google to detail Apps Reseller Programme at the Channels Forum

**Reading (UK) – Friday, 23 January 2009**  
**For immediate release**

The Canalys Channels Forum in Barcelona is pleased to announce that Google Director Stephen Cho will deliver a keynote address on the Google Apps™ Reseller Programme at its February Forum. As the Director of Google Apps Channels, Mr Cho will outline the new cloud computing programme to channel leaders from across Europe. Announced last week, authorised resellers will be able to sell, customise and support the Google Apps Premier Edition suite of communication and collaboration tools, which includes Gmail™, Google Calendar™, Google Docs™, Google Sites™, Google Talk™, and Google Video™ for business.

Mr Cho, who will be speaking during the plenary session on 5 February, confirms ‘We have been piloting our partner programme with a select group of more than 50 resellers, including a number in Europe, for several quarters now. More than 1 million businesses are using Google Apps already, and we have received great feedback on this new reseller effort. Now is the time to formalise our go-to-market programme and we are looking for resellers across EMEA to expand our ability to serve more customers successfully. The programme offers attractive recurring revenues to channel partners that move quickly to recognise the opportunities being created by cloud computing.’

Resellers attending the Forum will be able to request one-to-one meetings with Google’s channel executives, giving them a genuine opportunity to assess the relevance of the newest reseller programme in the industry.

Puni Rajah, a consultant at Canalys, who will be speaking about the cloud computing opportunity during the Forum added, ‘We are delighted to welcome Google to our event. In this depressed economic environment we have seen the partner community look for new revenue streams and fresh customer dialogue opportunities. We expect discerning channel players to harness the momentum behind Google’s reseller programme. When deployed smartly, cloud computing can lower operating costs, reduce energy consumption, improve collaboration and speed up application development time. Which customer segment would not be interested in understanding how the cloud can help them?’

Steve Brazier, President and CEO of Canalys, concluded, ‘The Canalys Channels Forum is offering keynotes and private meetings with some of the most important and innovative vendors in the industry. It is in these difficult times that the best managers have the inspirational ideas that can set their companies on a forward path for the years ahead. Our agenda setting forum will inform, stimulate and reinvigorate the partner community.’

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Page 1 of 2

Attendees have been rushing to sign up for the Canalys Channels Forum, with well over 200 already registered. More than 20 journalists will be present at the event, as well as a host of senior figures from the industry. More than 100 meetings have been set up via the innovative one-to-one meeting system offered on the Forum web site via the Delegate Zone. For high-tech vendors selling through channels, as well as resellers across EMEA, this is the must-attend event of 2009. Places are still available – for more information please visit [www.canalyschannelsforum.com](http://www.canalyschannelsforum.com).

### **About Stephen Cho**

As Director of Google Apps Channels, Stephen is responsible for developing Google Apps reseller, solutions and services partners in North America and globally. He was previously Director of Product Management for Google Apps and Partner Products, and earlier led Google's Global Online Sales and Operations team for Google Apps.

Prior to joining Google, Stephen was Senior Director of Product Management and Marketing for Cisco's Application-Oriented Networking Business Unit. He also spent several years as a consultant, first with The Boston Consulting Group and then with McKinsey & Company, focusing on the technology arena.

Stephen was a Fulbright Scholar and holds a PhD from Yale University and a BA from Dartmouth College.

### **About the Canalys Channels Forum**

The second Canalys Channels Forum will take place from 4–5 February 2009 at the five-star Hesperia Tower Hotel in Barcelona. Supported by some of the world's largest technology brands, including HP, Acer, AMD, FSC and APC, it is the largest and most prestigious event for channel executives taking place in EMEA. Attendees can see hard-hitting presentations covering topical issues, including how to manage through a recession, the impact of cloud computing and virtualisation, the rise of mobility, and the future of e-commerce. Full information regarding the event can be found at [www.canalyschannelsforum.com](http://www.canalyschannelsforum.com).

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