

Synetek launches MailRevive in NZ



Synetek's Lee Trevena

Software as a Service vendor Synetek visited New Zealand recently to launch a partner program around its on-demand

email management system through exclusive distributor Packet Technologies.


Synetek will follow an application service provider (ASP) model with partners, giving partners the option to brand Synetek's MailRevive as their own. Packet Technologies, the fairly new distributor merger between Crawford Technologies and Packet Engines, will assist Synetek with local deployment and engagement.

"It's been great to have those guys team up," commented Lee Trevena, CEO of Synetek, on Packet Technologies.

MailRevive is a particularly exciting product for NZ, Trevena stated. "ASP partners, for little investment, can add to their suite of

hosted or managed services active archiving, e-discovery and email continuity. We believe those three services, on top of hosted email/security services, really provide a full suite of services to the customer.

"There is no doubt this is a high margin opportunity," he continued. "We expect immediate results; we see the New Zealand market as a fairly progressive market."

MailRevive has been available in Australia and the United States for about eight months, and had its soft launch in New Zealand in April. For more information visit www.mailrevive.co.nz or contact Packet Technologies for all sales and channel related enquiries.  By Jess Meyer

Microsoft discontinues NZ partner conference

Despite positive support for Microsoft's inaugural NZ partner conference, Connectionz, last year, the vendor has opted not to hold the event again in 2008, and will instead focus on the Microsoft Partner Awards as an event unto itself. This year's awards will again be held at the Auckland Museum on Thursday, 14 August.

"We've seen that partner preference is for us to come to them with more targeted events," said Nick Fletcher, Partner Group Manager for



Microsoft's Nick Fletcher

Microsoft NZ. "Given the time and investment, it became one or the other."

While attendance was "good" at last year's partner conference, Fletcher told *The Channel* that it by no means covered all Gold Certified and Certified partners.

Reactions to the announcement have been mixed. Andrew Hunt, Managing Director of Kinetics Group, a Microsoft Gold Certified partner, told *The Channel*, "Last year, by running the NZ conference, Microsoft tried to get more involvement from local partners. You can't fault that. If local partners don't support these opportunities, it is their loss."


Hunt expressed some disappointment that no effort had been made to incorporate NZ partners back in to the Australian partner conference, but stated that he would still attend the worldwide partner conference in Texas in July, despite Microsoft pulling funds. "I'm going to go anyway," he said, "I got a lot out of it last year and plan to get a lot again this year."

Kinetics won the award for "Infrastructure Solution of the Year – Small Business" in 2007, and the integrator has already put forward two

entries to the worldwide partner awards, and plans to enter the New Zealand competition yet again.

One partner, who would only agree to speak to *The Channel* on the condition of anonymity, stated that the decision to not hold a NZ conference this year is "rubbish – absolute nonsense". "It's pretty bad, and we're pretty upset about it," he stated.

Tony Skelton, Managing Director of Ace Training, another Microsoft Gold Certified partner, had yet a different perspective. Ace did not submit an entry for last year's awards, and the "Education Solution" award was given to competitor Auldhouse, after their entry was evaluated against the calibre of entries to the Australian and worldwide awards. This year, Skelton is giving "serious consideration to submitting an award application".

The award category list was made available to partners in May, and three new categories have been added to last year's list, including a "Rising Star" category. Entries can be submitted online at www.microsoft.co.nz/partnerawards until 5:00pm, 27 June, with finalists to be announced by 21 July.  By Jess Meyer