

Press Release
Delta International - North America

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Pawleys Island, SC and London, England

NEW JOINT VENTURE TARGETS IT CHANNEL SALES

A new joint venture consulting firm has been launched to assist US companies increase revenues and reduce the costs of expanding their national and international channel sales operations.

Targeting Value Added Resellers (VARs) and System Integrator (SI) centric sales distribution models, the joint venture between gtmAdvisors LLC (based in South Carolina, USA) and Delta International RTM Ltd (London, England) combines two expert organizations in IT Solution Channels with over 500 man years of channels experience. The new venture, Delta International - North America provides clients with global coverage across the Americas, Europe and Asia Pacific.

"For the last 15 years, we have helped IT organizations like IBM, HP and SAP design and build IT sales channels. Through the new venture we can now offer a global "one-stop shop" for outsourcing all aspects of national and international sales and services to resource constrained small and mid size IT organizations", states Delta UK Managing Director, John Miller.

With many US based IT firms cautious about international business and the associated investment risks there is still a need to reach markets, such as those in the Far East with their strong growth potential. The new joint venture company allows clients to access national and international markets with a management team that has over 20 language capabilities.

The one stop shop service, ChannelService™, which includes all aspects of national and international business from Market Intelligence to the total Outsourced Management of Sales and Marketing operations, is available on a subscription model. Clients do not have to employ overseas staff, develop local knowledge or manage remote Partners. This is all done by Delta providing Channels as a Service.

According to Delta International - North America's Managing Director, Warren Winterbottom, "As is the vogue in the software industry this is really a 'Channel on Demand' offering which reduces risk and expansion costs for both new and established companies".

"For many years, ISS Solutions has engaged them on a variety of strategic and tactical consulting projects. These projects range from market research to sales training and compensation design, to hands on participation in strategy development and implementation. They are creative, thought provoking, process oriented, and can effectively guide us through projects where we've always learned or improved something at our company." - confirmed Peter Brooks, CEO, ISS Solutions

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www.deltartm-na.com

Notes to editors

About Delta International:

Founded in 1995 Delta customers range from IBM, SAP and SAS to mid sized ISVS, Delta offers a range of Outsourcing, Consulting and Resourcing Services delivered by a team of researchers, recruiters, consultants and sales channel experts.

About gtmAdvisors, LLC:

Since its inception in the fall of 2003, gtmAdvisors has been offering sales, marketing and business development consulting services to Value Added Resellers, Professional Services Providers, Independent Software Vendors and System Integrators.