



WEBSPY CREDITS CHANNEL FOR GROWTH

New Zealand Reseller News

By Justine Banfield - 8 August 2003

DEVELOPER WebSpy has doubled its sales over the past financial year and is giving credit for this to its Australian office, which services the New Zealand/Australian region.

WebSpy CEO Jack Andrys says the company has enjoyed consistent sales growth from each regional office (in US, UK and Australia). "The Australian office.....has spearheaded this growth, more than doubling sales from the past financial year," he says. However, Andrys would not give specific figures on this growth.

He says the company employs a word-of-mouth strategy among its end-user customers and channel partners to promote its product. "This works especially well in a market like New Zealand, where a number of quality clients and loyal channel partners can have a great impact on the awareness and take-up of a product like WebSpy," he says.

"WebSpy also plans to follow this launch up with a roadshow and some seminars in Australia as well as some direct marketing campaigns, as the WebSpy logo lends itself to this very well. We are also planning a trip to New Zealand some time in the future."

According to Andrys, WebSpy believes future sales growth for its products will be driven by its channel and the company is investing in its partners to ensure loyalty.

"In terms of incentives available at the moment to partners, WebSpy offers through our distributors very competitive margins, training, support and marketing collateral as and when required.

"At this stage we don't have a structured partners' programme, but prefer instead to work at serving partners' needs as they arise," he says.

"Eventually, when we establish a good formula, we will turn what we have learned into a structured partners' programme. For the time being, however, our bespoke approach to partners' needs is serving us well."

Some time ago the company announced it was looking to appoint a local distributor. However, this has not yet happened. "WebSpy has not appointed a New Zealand distributor at this time for the same reason why we didn't appoint one initially – we have received little interest from partners in New Zealand at the distribution level," Andrys explains.

"The good news, however, is that through our current distributors we are working with a small number of very interested and capable resellers who are servicing this market and the interest and activity we are seeing through them is proving excellent." Manukau-based Kaon Technologies is a WebSpy partner.