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Corporate presentation 2019

Who is IREO?

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Portfolio

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How we add value

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The Team

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# Who is IREO?

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# Who is IREO?

## IREO is one of the leading Value-Add Distributors (VAD) in Spain and Portugal.

- In business since 2002.
- Turnover 2018: Approx. 10M euros.
- In-house staff: 36 employees... and growing.
- Sales and technical presence in Madrid, Barcelona and Lisbon.
- More than 750 active resellers in Spain and Portugal.



# Portfolio

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# Solutions portfolio

Security <span style="border: 1px solid black; padding: 2px;">Solutions</span>	Networking	Systems / Datacenter	IT Service Management
Audit and compliance	Network management tools	Backup and Disaster Recovery	Management of PCs and Servers
Multi-factor authentication	Switches, routers and networking elements	Terminal Emulators	Network infrastructure monitoring
Data protection and encryption	Wireless networks	Virtualization	Mobile Device Management
Data Loss Prevention	Networking solutions for managed service providers (MSP)	Systems/Datacenter solutions for managed service providers (MSP)	Service Desk
Endpoint Security			IT Service Management solutions for managed service providers (MSP)
Identity Management			
Vulnerability assessment and management			
NAC (Network Access Control)			
Web protection			
Email protection			
Firewalls and perimeter security			
Security Information Event Management			
Security solutions for managed service providers (MSP)			

# Vendors we represent

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# How we add value

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# How do we add value?



## Channel Development

- Reseller recruitment.
- Sales training and support.
- Technical training, certification and support.
- Channel programs and certification.



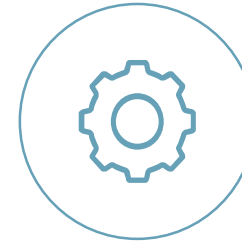
## Sales

- Dedicated Channel Account Managers.
- Sales opportunity management.
- Sales reporting (Pipeline and Forecast).
- Dedicated Business Development Managers (product specialists).
- Dedicated Renewals team.



## Marketing

- Lead generation activities.
- Brand awareness, PR, etc.
- Lead qualification.



## Technical

- Product demos.
- POCs and product evaluations.
- Presales technical support.
- 1<sup>st</sup>-level and 2<sup>nd</sup> level technical support for end users.
- Official training center.



## Back-office

- Financing solutions for resellers.
- License delivery.
- Reporting and analysis (sales, renewals, etc.).

# Business plan / Marketing plan

Not all vendors are equal. A specific business and marketing plan is developed for each vendor, based on their needs, market potential, ROI, etc.

	Vendor A	Vendor B	Vendor C
Presence in IREO website			
Products published on online store			
Shared Business Development Manager			
Dedicated email campaigns			
Dedicated webinars and scheduled demos			
Multi-vendor on-site events			
Telemarketing for channel recruitment			
Dedicated on-site events			
Online advertising			
Inbound marketing			
Appointment setting			
Telemarketing for end-user lead generation			
Dedicated Business Development Manager			

# The Team

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# The Team

**Chuck Cohen**  
Managing Director

**Roberto Testa**  
Sales Director, Spain

Business  
Development

**Flor Uzquiano**  
Marketing Director

**Paola Lucchetti**  
Technical Director

**Gema Cobos**  
Finance and Admin

**Dário Abreu**  
Sales Director, PT

**Rosa Ruiz**  
Sales Coordinator

**Joaquín Malo**  
BDM

**Marina Carracedo**  
Marketing  
Specialist

**Juanmi  
Fernández**  
Presales

**Gabriel Pereira**  
Professional  
Services

**Iván de la Rosa**  
Dpto.  
Administración

**David Silva**  
Inside Sales Portugal

**Belén Amer**  
Account Manager

**M<sup>a</sup> Luz Cachán**  
Account Manager

**Elisabeth Benito**  
Inside Sales

**Luis Pedroche**  
BDM

**Laura Bermejo**  
Marketing  
Specialist

**Xavier Masias**  
Senior Consultant

**María Román**  
Dpto.  
Administración

**Luis Campos**  
Account Manager

**Arantxa Serrano**  
Account Manager

**Beatriz Moreno**  
Inside Sales

**M<sup>a</sup> Luisa Larrosa**  
BDM

**Gemma Navarro**  
Lead Development  
Specialist

**Juan Turrero**  
Technical Consultant

**Paula Andrés**  
Dpto.  
Administración

**Virginia Sánchez**  
Account Manager

**María Arroyos**  
Account Manager

**Penélope Teba**  
Renewals

**Susana García**  
BDM

**Ismael Benito**  
Technical Consultant

**Jorge Sierro**  
Account Manager

**Esperanza Carpio**  
Account Manager

**Patricia Canseco**  
Renewals

**Albert González**  
Account Manager

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# Questions?



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