

TORONTO, Oct. 15, 2013 /CNW/ - Softchoice, a North American technology solutions and services company, is pleased to announce it has been named NetApp's Canadian Corporate Reseller of the Year. The award was given in recognition of Softchoice's assessment-led approach to storage solutions, which provides clients with a detailed snapshot of their current storage environment and identifies opportunities for performance improvement and cost savings.

"This award is a testament to our focus on helping clients find the solution that's right for them, whether it's storage in the cloud, on-premises, or a combination of the two," said Steve McDonald, Softchoice's Senior Director of Business Development for Datacenter and Hybrid Cloud Solutions. "By quickly identifying storage performance improvements, which speeds implementation - as well as areas for cost savings - our assessment-led approach has been a winning formula in increasing our value as a leading storage provider."

The combination of proprietary storage assessments and continued investment in local solution architects and professional resources has resulted in strong growth with partners like NetApp. In 2012, Softchoice's was named NetApp's Fastest Growing Reseller in Canada. Being named Canadian Corporate Reseller of the Year in 2013 represents the second straight year Softchoice has earned top honours from NetApp.

"We awarded Softchoice with the Canadian Corporate Reseller of the Year award because of their ability to penetrate net new to NetApp accounts as well as their outstanding sales performance for fiscal year 2013," said Rick Brown, NetApp's National Pathways Manager. "We have seen tremendous and consistent growth with Softchoice in Canada since 2010 and it continues to trend upwards. Softchoice is not only a capable partner but they are also uniquely qualified to deliver our fully converged FlexPod architecture having very strong relationships and expertise with our key alliance partners."

### About Softchoice

## Softchoice named NetApp Canadian Corporate Reseller of the Year

Written by Australian Business

---

As a leading North American provider of technology solutions and services, [Softchoice](#) combines the efficiency and reliability of a national IT supplier with the personal touch and technical expertise of a local solutions provider. Softchoice's holistic approach to technology includes solution design, implementation, asset management and cloud services, as well as access to one of the most comprehensive and cost-effective technology distribution networks in North

America

. With over 1,200 employees, Softchoice manages the technology needs of thousands of corporate and public sector organizations across the

United States

and

Canada

.

SOURCE Softchoice Corporation