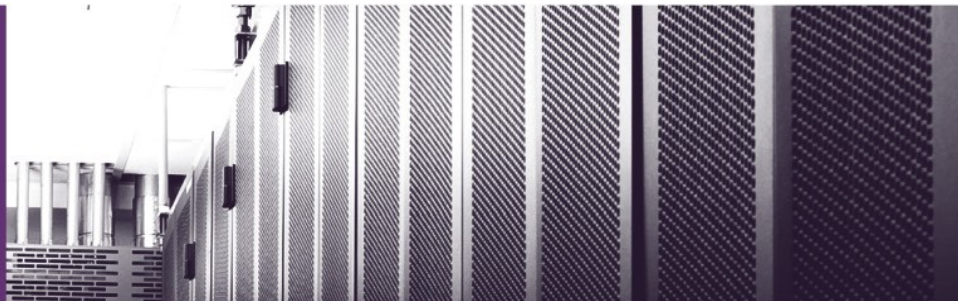


J BRAND

"My Customer, My Responsibility"



"Branded!" The J Brand Partner Update

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HP Completes Acquisition of 3Com



J Brand Becomes an HP Preferred Partner

In order to continue to provide customers with support services for the leading players in the IT industry, J Brand has recently completed the necessary training to become an "HP Preferred Partner".

This accreditation allows J Brand to offer services more effectively around the HP portfolio of products, by ensuring first hand knowledge of any product changes and technical enhancements.

"The HP Preferred Partner accreditation gives us access to the full range of HP products, not just the network switches. We now have access to HP servers, printers, laptops, desktop, storage devices and services which will allow J Brand to enhance our already extensive offering to our customers,"

said Guy Jones, J Brand Managing Director

"there have been a number of projects recently where we have been asked to supply HP equipment as part of the J Brand service proposition and this new alliance with HP means that we can now do this far more cost effectively with the formal backing of HP."



HP's networking and security division just got significantly bigger with the \$2.7 billion acquisition of 3Com. HP announced its intention to buy 3Com in November 2009, with the intention of extending the HP reach into networking and security and also to expand the geographical spread of HP.

3com has a wide portfolio of networking products, including the Data Centre Core Switch, that attracted the attention of HP. During the November press conference announcing the 3Com acquisition, Marius Hass (Senior Vice President and General Manager of HP's ProCurve Networking Division) noted that HP did not have a core networking switch. With the acquisition of 3com's products, Hass said that HP would have an "edge-to-core" networking portfolio.

As part of the 3Com purchase, HP also obtains 3Com's "Tipping Point Security Division". In addition to security hardware, Tipping Point operates the "Zero Day Initiative" (ZDI) security research service, which pays security researchers for disclosing vulnerabilities. ZDI also runs the popular "Pwn2own" live hacking event, which pits researchers in a race to find un-patched vulnerabilities in mobile operating systems and web browsers.

In terms of geography, a key part of 3Com's value is its H3C division, which operates in China. H3C originally was a joint venture with Chinese networking vendor Huawei, but 3Com now owns a majority stake.

In February Cisco announced that it was severing the certified channel partnership that it had in place with HP. With the HP acquisition of 3com, competition within the networking space, historically dominated by Cisco, just got a lot more intense!

To find out how J Brand can help with HP requirements, simply click on the link below:

[Please contact me about an HP opportunity](#)

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For further details or to be removed from the "Branded!" mail list, contact Paul Jordan on 020 7636 8214 or email pjordan@jbrand.co.uk