

Secondary Market Maestros

It's been a busy but productive year for Network Hardware Resale (NHR), a provider of high-performance, pre-owned Cisco, Extreme and Juniper networking equipment. The company is seeing brisk business in the Asia Pacific and in fact, enjoyed a 166% growth last year. In addition, it has been expanding its staff in the region, especially in Singapore.

Not content to rest on its laurels, NHR also launched its NetSure maintenance program - the world's first 24 x 7 x 365 technical assistance program for customers buying pre-owned equipment -in Singapore and the rest of the Asia Pacific region - last month.

NetSure enables advanced hardware replacement at 50-90 percent off OEM contracts like Cisco's SMARTnet service.



Photo: Glenn Fassett

Glenn Fassett, general manager of Network Hardware Resale Asia Pacific, describes NetSure as an innovative hardware maintenance program that provides substantial savings over traditional manufacturer maintenance with the flexibility of meeting varying network support requirements. This enhanced services offering is available for most currently deployed network gear across Asia.

Replacement is the next-day for many parts of Asia (regional exceptions exist where there are local freight carrier or customs restrictions). In Singapore, the company even goes one step further by being able to actually offer 24x7x4 hour replacement because they house all spares locally.

"It's really the best of both worlds - the value that comes with pre-owned coupled with the

service previously only associated with new," says Fassett.

Around-the clock support is provided by a team of Cisco-certified technicians that provide customized coverage of network core, distribution and access layers. NetSure also provides an extra layer of protection for previous-generation gear and end-of-life network equipment, such as Cisco's 6500 Series Switches, which boast an installed base of more than 350,000 units but that are no longer eligible for new SMARTnet support contracts.

"With its high-level of support and maintenance-levels, NetSure brings something unique to the tables," he adds. "NetSure is the first program of its kind on the secondary marketing scene. It enables companies to significantly lower their annual IT spend without sacrificing quality or expert technical support."

NetSure support includes installation assistance, configuration review and advanced troubleshooting for rapid issue resolution on a variety of platforms. It is available on a module basis, enabling companies to tailor their support for specific locations or portions of their networks. NHR now also provides a single point of contact for multi-manufacture networks, including trained experts on Cisco, Juniper, Foundry and Extreme technologies.

Fassett observes that NHR's value proposition is very strong. "At the end of the day, we meet our customers' objectives and needs at lower costs and at a much faster rate. In a market where speed of delivery and support are crucial, we stand out."

Another first for the company and again, a huge milestone, NHR has become the first company (and the second provider) in the world to receive TL9000 certification -the highest telecom industry standard that measures the quality of a company's processes.

Attained this year by NHR, the certification is applicable to the company's North America operations, but NHR is working hard to ensure it becomes a global certification for them. "We are in Phase 1 of this strategy right now and it's only a matter of time before we achieve global certification," he states. In fact, in Singapore, an assessment is on hand in the June/July timeframe. All processes here are already in place," adds Fassett.

With all this activity and accomplishments, expectations for 2008 are very high, set by the demand NHR is seeing in the market. According to Fassett, the company is aiming to grow by over 100% in the region. "We are looking at continuous growth in terms of product offerings and by 2010, we want to have an even wider array of solutions and be known for offering the best possible solutions and brand names at the best possible price," he notes.

The company has adopted a phased approach to its expansion in Asia, saying it will definitely expand but is setting the pace surely but slowly.

Fassett also remarks that it has "made all the difference in the world to be local, that is, to be close to customers and in the same time zone. He acknowledges that in many ways, companies are not aware that their offerings existed before. However, he states, "The moment the value of the secondary market is known, the impact is almost immediate." He adds that NHR has good referrals and is engaging in trade shows and enhancing its web presence in different languages to position and brand itself. In addition, NHR is also actively leveraging relationships with companies in the US who have a presence in Asia. ♦

By Shanti Anne Morais

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