



## Single focus gives GlassHouse new lease of life

Freed from what could be described as the shackles of hardware and software reselling, GlassHouse Technologies says it has gained more customer confidence and brought clarity to its services catalogue.

The company was split in two last year when existing managing director Jason Rabbetts headed a management buyout and acquired the hardware and software units (*MicroScope*, 21 August 2006).

The move allowed GlassHouse, which was built on services in the

which current UK managing director Paul Hammond said has proved beneficial.

"We've expanded our horizons by not selling hardware... it was difficult to express our [services] message when selling products because customers were suspicious we were selling [hot margin] deals," he said.

With its newly established vendor agnosticism, GlassHouse has created Transom, a services methodology with eight phases delivered in three individual projects. These include analysis and

planning on the existing and future infrastructure, gap analysis, a step-by-step roadmap, clearly defined objectives, and implementation through integration and testing.

Hammond said the biggest issues facing customers included poor disk and tape utilisation rates, processes around how they manage storage, control of their assets and less certainty around back-up, all of which he claimed could be addressed by Transom.

According to channel sources close to GlassHouse, its revenues increased 30 per cent during the

past year, though the claim remains unsubstantiated.

Claus Egge, programme director for European storage research at IDC, agreed customers could suspect resellers' motives when selling specific hardware or software-based solutions, and therefore the "pure model is cleaner and more elegant when selling services — there is no baggage".

No one from Storpoint Data, the hardware and software business of GlassHouse now run by Rabbetts, was available to comment at the time of going to press. ■