

SIRE appointed as a Dell Preferred Partner

***Clients benefit from flexible and scalable solutions to their changing IT requirements**

SIRE Technology, a supplier of leading edge cloud technologies, systems and processes, has been appointed as a Dell Preferred Partner. This latest partnership for the company gives its customers access to Dell's latest offerings in both hardware and software and enables SIRE to offer truly flexible and scalable solutions.

"We are delighted that SIRE has joined our partner programme. The company has a proven history of the highest level of technical capability that is matched by equally high standards of customer service. We look forward to working with them in 2014 and supporting them as their business continues to develop;" said Martyn Brownlie, Regional Director Dell Software, North EMEA.

Russell Cook, managing director at SIRE, said; "Having researched Dell's portfolio and in particular is latest developments and approaches to server technology we felt that becoming a partner would give us a real commercial edge. We have started to implement Dell servers with a number of clients and to date the response has been very positive."

Part of the reasoning behind the partnership with Dell was that SIRE was already a silver partner of SonicWALL, prior to the Dell acquisition in May 2012. A key element of the agreement is that all SIRE staff undergo extensive training and the company makes a commitment to continually developing its extensive product knowledge and expertise.

For more information about SIRE visit www.sire.co.uk or call 01344 758700

About Dell Software

Dell Software helps customers unlock greater potential through the power of technology—delivering scalable, affordable and simple-to-use solutions that simplify IT and mitigate risk. The Dell Software portfolio addresses five key areas of customer needs: data center and cloud management, information management, mobile workforce management, security and data protection. This software, when combined with Dell hardware and services, drives

unmatched efficiency and productivity to accelerate business results. For more information, visit www.software.dell.com

About Dell

Dell listens to customers and delivers innovative technology and services that give them the power to do more. For more information, visit www.dell.com.

Background Note

With twenty years experience, SIRE has established itself as one of the leading providers of innovative systems and processes that make a real difference to the organisations it works with. It allows these companies to focus on their core activity whilst SIRE manages the infrastructure on which it is based. By using a combination of cloud computing technique and virtualisation, SIRE is able to provide organisations with a reliable, flexible and financially viable IT infrastructure coupled with a robust Business Continuity Plan.

For more information visit www.sire.co.uk

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