

## Enterhost Removes 'Hoops' Through New Channel Partner Program

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Are you tired of one-sided partnerships? If so, Internet cloud services provider and Windows application specialist Enterhost may have the program just for you.

At this week's [MSPWorld](#), a collocated event with [ITEXPO West](#), now underway in Austin, Texas, the company will unveil a new collaborative Channel Partner ([News - Alert](#)) Program. MSPWorld, an event focusing on international managed services and cloud computing, expects nearly 6,000 individuals to attend in an effort to learn about and support managed service providers and their ecosystems.

Enterhost's all-new Channel Partner Program aims to develop new opportunities for those who can reap the benefits of Windows-based cloud solutions. Since 2000, when Enterhost began initially with shared then dedicated hosting, the company has transformed into a cloud services and Windows applications expert. The Microsoft platform-based company then launched its suite of cloud services on Dell ([News - Alert](#)) PowerEdge blade servers and Dell EqualLogic storage arrays, and saw immediate success when the deployment was chosen as a featured as a Dell Customer Profile case study. Beginning next week, this case study will be available to the public on the Dell website.

Enterhost has built its Channel Partner Program to align with their partners' goals, rather than the previous notion that channel programs only benefit one side of the relationship. Instead, Enterhost has added participation to the equation in order to achieve equal success for all parties involved.

"In the early stages of figuring out the best approach to engage partners, we looked at what was already out there in the channel industry," said Kevin R. Valadez, co-founder and president of Enterhost. "Too many programs had prohibitive, restrictive prerequisites. Participation is a key ingredient to ensure the partnership is beneficial to both sides. So, we did something different: partners can join and benefit from our program without jumping through a bunch of hoops."

In addition to exhibiting at MSPWorld, being held through Thursday, Sept. 15, Enterhost is offering MSP attendees instant registration as a Silver Partner rather than the basic level of Registered Partner. Those not present at MSPWorld will also be able to register for the Channel Partner Program online and also receive the Silver Partner benefits.

"By removing hoops to jump or barriers to climb, Enterhost makes it possible for anyone to have access to the newest Windows platforms and services, customized to meet our partners' needs, with mutual benefits," said Valadez.

*To find out more about Enterhost, visit the company at [ITEXPO West 2011](#). Happening now in Austin, TX, ITEXPO ([News - Alert](#)) is the world's premier IP communications event. Visit Enterhost in booth #1407. Don't wait. [Register now](#).*

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*Tammy Wolf is a MSP News™ web editor. She covers a wide range of topics, including IP communications and information technology. To read more of her articles, please visit her columnist page.*

Edited by [Jennifer Russell](#)