

# LANCOM launches the LANstrategy partner program for strategic alliances - The first partners are Ekahau and SNOM

10/19/2009

## **PRESS RELEASE 2009-220**

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Aachen, October 19, 2009—Network specialist LANCOM Systems has launched LANstrategy, their new program for managing strategic alliances. The first LANCOM Application Partners are Ekahau, the vendor of wireless LAN planning tools, and the IP-telephone specialists Snom.

LANCOM Application Partners are selected makers of products which supplement the LANCOM portfolio, for example in the areas of WLAN planning and management, IP telephones, video surveillance, or billing.

LANstrategy will aid customers and integrators in sourcing solution components which offer optimal compatibility.

Specialist resellers and system vendors can combine these products to offer customized solutions for any customer or industry.

The full integration of LANCOM access points and antennas into Ekahau Site Survey offers a tool for planning the economical roll-out of wireless LAN networks. The number of devices, their types and the necessary antennas can be better planned to suit the customer's requirements, and problems can be avoided from the outset. LANCOM enters a strategic alliance with IP-telephone specialists Snom, a maker of high-quality, feature-rich SIP



telephones. In combination with LANCOM business VoIP routers which support SIP (Session Initiation Protocol), Snom telephones can be fully integrated into modern communications systems. Functions such as simplified commissioning with LANCOM Easy Setup, or firmware distribution by means of DHCP options, are supported by Snom.

"With Ekahau and Snom, we have gained two partners who are key players in their markets," says Roland Burlaga, the LANCOM Product Manager who is responsible for partner management with LANstrategy. "This emphasizes the potential behind our program. Even now we look forward to the wealth of new synergies and to gaining new partners in future."

Detailed information on LANstrategy is available here:

[www.lancom.eu/lanstrategy](http://www.lancom.eu/lanstrategy)

#### LANCOM Systems background

LANCOM Systems GmbH is the leading German manufacturer of reliable, innovative network components for large enterprises and SMEs, public authorities and institutions. The company supplies products and software for IP-based VPN, VoIP and wireless networks, along with support and services. Products are planned and developed specifically for the requirements of business customers. The focus is on comprehensive solutions for site connectivity by virtual private networks (VPN) and on wireless networking (WLAN). LANCOM Systems GmbH is headquartered in Würselen near Aachen and has sales offices in Munich, Barcelona and Amsterdam. The company's founder and Managing Director is Ralf Koenzen.

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