



Press Release

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oneclick one year later: On target in the channel

"We are well on target in using the channel", explains a delighted Dominik Birgelen, CEO of oneclick AG. Last year, the provider of a web-based Application Delivery and Streaming Platform of the same name started its sales activities at CeBIT and announced its indirect sales strategy.

Over the course of the year, first meetings developed into successful partnerships. "Leading up to CeBIT 2017, we have acquired a three digit number of partners", adds Birgelen. Numerous projects with medium sized businesses have also been implemented.

"In the initial stage, we support our new partners to set up a Proof of Concept (POC) with their customers", explains Birgelen. oneclick™ significantly changes the way in which businesses use IT. In order to be able to conduct their day-to-day operations, businesses no longer need to operate applications themselves, nor do they need to think about IT security. Systems integrators can deploy their own applications and services via the platform as a 'Managed Service' and at the same time integrate the end customer's existing systems. oneclick™ creates a noticeable added value through the integration of applications from various sources into one central platform. This also transforms the role of the IT department. "It is important to show the customer that this really works", emphasises Dominik Birgelen.

The advantage for partners: They can position themselves as a state-of-the-art consultant with an innovative solution. With oneclick™, the systems integrator takes the step from an infrastructure to an applications level.

The quotation stage follows. oneclick works closely again with their partners, for example if they require more in-depth technical knowledge or when very specific customer questions need to be answered. "The collaboration with oneclick is based on an equal partnership", says Marcel Sternkopf, managing director of SecureHead and one of the first oneclick partners.

Especially efficient are information workshops with new partners and other interested parties: Last year, together with his colleagues CTO Mathias Meinke and CIO Florian Bodner, Dominik Birgelen delivered a workshop for members of the systems integrator cooperative Kiwiko and partner of his distributor ALSO. Many Kiwiko members are now

engaged in sales activities with oneclick. The first ALSO partners have also implemented POCs.

"Our systems integrator strategy has paid off. This year, we will again significantly expand the number of our partners", adds Dominik Birgelen.

The distribution strategy has also been successful: With ALSO Germany and Vanquish, oneclick has found partners, who create a broad visibility in the market place. They have also gained a value added distributor (VAD), who can competently support systems integrators and their specific requirements. Birgelen also believes that their distribution partners will provide an additional boost for the business.

Together with VAD Vanquish, oneclick exhibited at this year's CeBIT on Planet Reseller. In April, the company also participated in ALSO's in-house exhibition CTV in Bochum, Germany.

Greatly enhanced platform functionality

A sophisticated Remote App Broker Engine enables systems integrators to configure many processes themselves, which are later automated. For the deployment of remote apps in a user workspace, it is possible to choose colours, icons and graphics and specify different connection types. Thanks to the platform's multi-tenancy, systems integrators are able to provide their customers with individual applications or tailored Desktops-as-a-Service and even customise these per user.

One milestone is the workspace design, which should not only be intuitive to use, but also look attractive. Single sign-on to all shared applications, a central web file share and in particular its Multi-Stream View increase productivity as users recognise their familiar work environment with this technology. For the first time, it is now also possible to simultaneously display several windows or application streams from various connection targets in one single webpage. This allows users to work in parallel with several applications and even copy and paste between different applications.

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About oneclick AG

oneclick AG with headquarters in Zurich, Switzerland, and an innovation motor in Prien am Chiemsee, Germany, is specialized in the development of a platform for the automated and secure deployment of digital workspaces. The goal of oneclick AG is to play a major role in shaping and improving end user computing. oneclick AG has been founded 2015 and has 25 employees.



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