

VARs and System Integrator Profile



Richard J. Bevis
Vice President Marketing
Wayside Technology Group, Inc.

About the speaker (short bio)

Richard Bevis serves as vice president, marketing for Wayside Technology Group, where he leads marketing for the company's three divisions: software e-seller Programmer's Paradise, value-added reseller TechXtend, and specialty software distributor Lifeboat Distribution. Richard joined Wayside in July, 2007, with over 15 years marketing experience in global services and software companies. At Wayside, he has overseen the introduction of the innovative World View solution ecosystems, and the Lifeboat*Partners channel program.

Richard's marketing experience spans strategy, product/service and company launches, investor and analyst relations, electronic marketing, and channel development, for a broad range of services and software, including Internet solutions, offshore development services, enterprise middleware, and telecommunications, for companies including AT&T, UNIX Systems Laboratories and Novell.

He holds a B.Sc (Honours) degree in Physics from the University of Liverpool and an MBA in Information Systems from Pace University.

About the company (short profile)

Wayside Technology Group, Inc. (NASDAQ: WSTG) is a unified and integrated technology company that provides application lifecycle and infrastructure technology solutions to corporate resellers, VARs, and developers, as well as business, government and educational entities.

The company offers technology products from leading software publishers and manufacturers such as Microsoft, CA, IBM, VMware, Intel, Borland, Quest Software, Compuware, Infragistics, ComponentOne, Macrovision, and Adobe.

Wayside Technology comprises three divisions: Programmer's Paradise, TechXtend, and Lifeboat Distribution. Programmer's Paradise is a leading e-Seller of software developer and infrastructure tools Individual end-users, businesses, educational and government institutions. Value added reseller (VAR) TechXtend provides total infrastructure solutions -- systems, software and services -- to commercial and public sector enterprises of all sizes throughout North America. Specialty software distributor Lifeboat Distribution services thousands of solution providers, VARs, systems integrators, corporate resellers, and consultants worldwide.

Geographic scope - Where are your customers located?

Our end-user customers are primarily enterprises and government agencies throughout the United States and Canada, although we do sell to customers in Europe and South America.

Your portfolio of technologies – What types of technology do you provide to your customers?

Wayside Technology's business units focus on application lifecycle and infrastructure solutions –both software and systems. We sell and service technologies for virtualization, security, application and network

infrastructure, business continuity/disaster recovery, database infrastructure and management, application lifecycle management, science/engineering, and other technically sophisticated products.

We are a Premier VMware Partner with a base of over 900 virtualization customers. We are a premier Intel software channel partner and an Elite Partner for CA and their #1 data modeling reseller. Programmer's Paradise was also Microsoft Canada's reseller of the year for Open License Sales in 2007.

Which vertical market do you serve?

Manufacturing

Financial

Government, State & Federal

Healthcare / Medical

Other (specify): Education

What types of technology are you looking for?

Software solutions that fit into our application lifecycle management and infrastructure world views: technologies for virtualization, security, application and network infrastructure, business continuity/disaster recovery, database infrastructure and management, application lifecycle management, and other technically sophisticated products.