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Oodrive expands to Europe

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IT Partners 2010 : French SaaS editor Oodrive may use distributors to accompany its European expansion. Currently, the company works directly with a reseller network in France, for its online backup tool AdBackup. The company had started its internationalization by acquiring its Belgian competitor BlueBackup in 2008 and opened a sales office in Spain in January. The company goes now farther, by opening a new sales office in March in Germany, which will be dedicated to its file sharing and collaborative work tools, iExtranet and PostFiles. « *This business is more targeted towards major accounts. Therefore, resellers accounts for only 20% of it, and our German subsidiary will be mainly focused on direct sales* », explains Cédric Mermillod, Oodrive's commercial director.

If Oodrive does not plan to sign any distributor in France where its resellers do not ask for a 2-tier model, it may leverage on a SaaS oriented distributor in other countries : « *this would help us reach a broad market for our remote backup solution, while keeping a light structure in foreign countries. Unfortunately, such specialized distributors are rare birds, and major distributors are not ready for this job* », Cédric decrypts. Indeed, ITdistri currently counts less than 15 such VADs in whole Europe, which are still very small companies surfing on a very young business, with a yet-uncertain future.