

Bradmark Becomes SAP Channel Partner Delivering SAP® Database Products to UK Midsize Businesses

Bradmark provides a one-stop experience in the UK SAP market to lower the TCO for customers using database solutions from SAP and Bradmark



HOUSTON, TX, USA, November 20, 2014

/EINPresswire.com/ -- [Bradmark Technologies](#), Inc., a

global provider of database management solutions and a

reseller of SAP® database and solutions announces the expansion of its North American reseller agreement with SAP. Bradmark has become an SAP channel partner authorized to resell [SAP database products](#) in the United Kingdom. Under this agreement, Bradmark will offer SAP Adaptive Server® Enterprise (SAP ASE), SAP IQ database software, SAP Replication Server® and the SAP HANA® platform to its existing customers and prospects through its direct sales force and marketing campaigns in the North America and the United Kingdom.

Craig Manning, Director of Resellers, SAP UK and Ireland said, "The ability to acquire both database and database management tools as an integral solution from a single supplier allows customers to reduce time and resources during the acquisition phase of the procurement cycle, and afterward have a single point of contact for planning and problem resolution. This lowers a customer's total cost of ownership."

By joining the SAP PartnerEdge® program as SAP channel partner in the UK, Bradmark now provides a complete solution that encompasses all facets required for successful implementation, including software licensing, implementation services, training and documentation, staffing and optimization and support. As an SAP channel partner authorized to resell SAP database products to midsize companies in the UK, it will help companies to achieve their objectives of improved growth, lower costs and a better understanding of business processes.

"Through this additional agreement, Bradmark is increasing its value to customers," said Bradley Tashenberg, president and CEO, Bradmark. "SAP database solutions are synergistic with Bradmark's proven surveillance database monitoring product line, Bradmark Surveillance™. Offered together, the solutions provide a win-win for Bradmark, SAP and our customers."

This announcement coincides with Bradmark's participation today at the [TechSelect 2014](#) User event in Russell Square, London. The largest annual gatherings of SAP Database & Technology Professionals in the UK, TechSelect presents latest product roadmaps, tips and techniques from SAP engineers and partners.

About Bradmark Technologies, Inc.

Founded in 1981, Bradmark Technologies, Inc. is a global provider of database management tools for the leading RDBMS environments, and reseller of SAP database and technology products in North America and the UK. Headquartered in Houston, Texas, Bradmark has offices in Seattle, Washington, London, Munich, the Netherlands and Beijing. Additionally, Bradmark reaches global audiences through a network of channel partners and international distributors.

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