



WHITEPAPER

DRIVING GLOBAL SUCCESS THE POWER OF PARTNERSHIP



At Rackmount.IT, we pride ourselves on delivering innovative rack mount solutions that are not only practical but also critical for enhancing the efficiency and reliability of desktop appliances. Since our founding in 2010, we've worked hard to provide industry-leading solutions for the mounting needs of various security appliances, including Fortinet, Cisco, Palo Alto Networks, and many others. Our journey has brought us global recognition, and our recent partnership with Exclusive Networks marks a significant milestone in our growth story.

Back in 2009, Exclusive Networks was our first local distributor in the Netherlands, and today, we're thrilled to take this partnership to the next level with a global agreement. The reach, expertise, and passion for excellence that Exclusive Networks brings to the table perfectly align with our values and vision. This collaboration represents more than just a business relationship—it's about a shared commitment to delivering the best possible rack solutions to Exclusive Networks partners worldwide.

In this whitepaper, we will explore why this partnership is so powerful and how it opens doors to new opportunities for both Exclusive Networks and Rackmount.IT.





WHY RACKMOUNT.IT?

Rackmount.IT was founded out of necessity. In 2010, our CEO and founder, Eric Cantineau, noticed a gap in the market for high-quality, secure rack mount solutions for desktop appliances.

Frustrated by the lack of available options, he decided to create his own. Fast forward to today, and we have a comprehensive portfolio of rack mount solutions that cover everything from small offices to industrial OT environments.

SEVERAL KEY ADVANTAGES

What truly sets us apart is our attention to detail. We ensure that every device is securely installed and properly cooled, giving your customers peace of mind that their systems will run smoothly and efficiently.



SECURITY AND RELIABILITY

Our rack mounts ensure that appliances and power supplies are securely fastened, minimizing the risk of disruption.



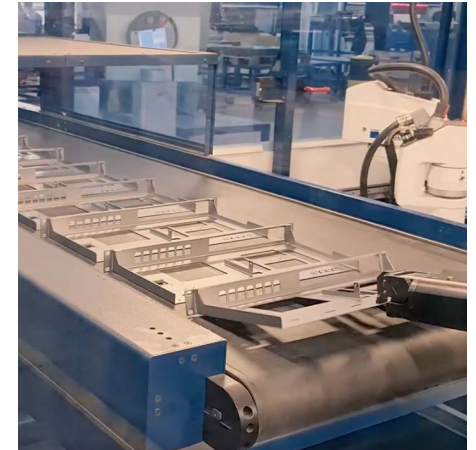
OPTIMIZED AIRFLOW

Custom air flow cut-outs ensure optimal cooling, tailored to each specific device.



FRONT-FACING CONNECTIONS

For ease of use, all back connections are brought to the front, ensuring seamless installation and maintenance.



INDUSTRIAL-READY

Shielded CAT 6 cables and couplers are available for environments that require extra durability.



GLOBAL STRATEGY SCALING THROUGH PARTNERSHIP

Our growth strategy at Rackmount.IT revolves around three key pillars:

BROAD PORTFOLIO COVERAGE

We aim to support the widest possible range of desktop appliances, ensuring that we always have a solution that fits your customers' needs.

SCALING THROUGH DISTRIBUTION

Our distributors are at the heart of our growth strategy. Together, we aim to achieve an attach-rate of over 60% for every desktop appliance sold. By working closely with Exclusive Networks and providing the right marketing tools and sales insights, we are confident that we can grow together.

TARGETED SUPPORT FOR KEY MARKETS

Whether it's providing tailored solutions for managed service providers (MSPs), large integrators, or winning OT security projects, Rackmount.IT is committed to offering personalized support that drives success in key markets.

This partnership with Exclusive Networks is the cornerstone of our strategy. Your local market knowledge, coupled with our global portfolio, will enable us to penetrate deeper into key verticals, such as retail, quick-service restaurants, and manufacturing.



UNLOCKING OPPORTUNITIES FOR EXCLUSIVE NETWORKS

1

MAXIMIZING SALES THROUGH ATTACH RATES

The easiest way to increase revenue is by adding Rackmount.IT solutions to every relevant quote. Our solutions are a perfect fit for a wide variety of appliances, and they add value through enhanced security, ease of use, and reliability. With the right marketing support, we aim to help you achieve attach rates of over 60% for desktop appliances.

2

MEETING THE NEEDS OF MSPS AND LARGE INTEGRATORS

MSPs and large integrators are key drivers of growth in the security market, and they require more than just off-the-shelf solutions. Rackmount.IT can provide custom-branded racks that not only meet the technical specifications but also integrate seamlessly into their brand identity. By offering custom options, you can differentiate yourself from competitors and provide solutions that add real value to your customers.

3

WINNING OT SECURITY PROJECTS

The OT security market is growing rapidly, and our specialized DIN-rail and OT-ready rack solutions allow integrators to offer secure and cost-effective solutions for industries such as energy, manufacturing, and critical infrastructure. These racks lower the overall cost of OT security projects, helping your customers achieve a more efficient and reliable setup.



CASE STUDY

THE (RE)LAUNCH OF RACKMOUNT.IT IN THE UK WITH EXCLUSIVE NETWORKS

OVERVIEW

In 2024, Exclusive Networks decided to relaunch their partnership with Rackmount.IT brand. This initiative aimed to increase market visibility, streamline the sales process, and drive more value for partners and customers.

CHALLENGES

Rackmount.IT needed to revitalize its presence and ensure EXN Sales Teams could easily attach their solutions to relevant sales, especially for Fortinet products.

SOLUTIONS IMPLEMENTED

Exclusive Networks introduced several key initiatives:

1. INCREASED SOCIAL MEDIA FOOTPRINT

Boosting Rackmount.IT's digital presence to raise awareness and engagement.

2. FORTIGATE SMB ATTACH PROGRAM

Encouraging sales teams to attach Rackmount.IT solutions to Fortinet SMB sales, adding value to each deal.

3. BT BRANDED PRICEBOOK

Simplifying the sales process with an easy-to-use, branded pricebook for sales teams.

4. MANDATORY 'SERVICES' QUOTE ATTACH

Ensuring comprehensive solutions with mandatory services attachments on quotes.

5. MISSED RACKMOUNT SPEND TRACKER

Helping EXN Sales Teams recapture missed revenue opportunities by identifying where Rackmount.IT could be added.



RACKMOUNT.IT

RESULTS

The relaunch boosted Rackmount.IT's visibility, increased attach rates with Fortinet, and helped partners capture missed revenue, driving overall growth.

"This relaunch further strengthens our partnership with Rackmount.IT, giving partners the tools to deliver top-quality solutions and grow sales."

Dan Pratt

VENDOR MANAGER EXCLUSIVE NETWORKS UK

CONCLUSION

The partnership between Exclusive Networks and Rackmount.IT successfully drove growth, enhanced partner offerings, and positioned both brands for continued success in the UK.



PARTNER BENEFITS

WHY EXCLUSIVE NETWORKS WILL WIN

Partnering with Rackmount.IT provides several key benefits:

HIGH MARGINS

Our solutions offer high-margin opportunities for your sales teams.

LOW DEFECT RATE

With a defect rate of less than 0.1%, our products are among the most reliable in the market.

NO COMPETITION

We offer a unique product with minimal competition, making it easier to secure sales.

VALUE-ADD FOR CUSTOMERS

Our solutions reduce operational risks, improve efficiency, and provide enhanced security—all of which add significant value for your customers.

NEXT-DAY SHIPPING

We offer next-day shipping for orders of 10 pieces or more, ensuring you can always meet your customers' needs.



CONCLUSION LET'S GROW TOGETHER

At Rackmount.IT, we're not just providing rack mounts—we're offering security, reliability, and peace of mind for your customers. Our partnership with Exclusive Networks is built on a foundation of shared success, and we're excited to continue this journey together.

By working with us, you gain access to a growing portfolio, personalized support for key markets, and the opportunity to unlock new revenue streams through high-margin sales. Together, we can achieve global success and drive meaningful growth for both companies.

Thank you for your continued partnership. Let's keep pushing boundaries and winning business together!

For more information or to explore how we can support you further, feel free to reach out to your local Rackmount.IT contact, or contact our general sales team at sales@rackmount.it.



[Schedule Meeting
with Sam Gutierrez \(AMERICAS\)](#)



[Schedule Meeting
with Jeffrey de Graaf \(EMEA\)](#)



[Schedule Meeting
with Mark van der Pijl \(APAC\)](#)



click here
to visit our
website!

THANK YOU FOR READING!

If you have any questions or special projects, feel free to reach out. Connect with me on [LinkedIn](#). We're here to help with all your rack mount needs.

Alex



ALEXANDRA YORK-WRIGHT
Vice President of
Distribution and Alliances

Alexandra is based in our US office. With over 15 years of experience in global distribution and channel sales, Alexandra has quickly become a key asset to our team. Her extensive network in IT distribution and IT security vendors is invaluable for expanding our market reach.

Alexandra is renowned for her strategic approach to optimizing distribution channels and forming impactful alliances. She is deeply passionate about the IT security industry and is committed to driving innovation and growth within the field. Her insights into channel strategies and distribution trends are highly valued, and she regularly shares her knowledge through articles and industry publications.



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