Douglas Stewart Education shakes up its services, to bring more value to its vendor and reseller partners

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Douglas Stewart Education - Europe's leading edtech distributor, unveils plans to realign its business as a value-add partner to its vendors and resellers.

Since joining Douglas Stewart Education 3-months ago, Scott Richardson has wasted no time in spearheading a major strategy change across the company to fulfil this vision. Scott brings with him extensive experience, including 10 years at the helm of Haven Books as their Sales & Marketing Director. Scott explained his drive.

"I'm passionate Douglas Stewart Education will not become synonymous with just being another box shifter. We are great at fulfilment, risk control and logistics but I want more than that!

It is important we add real value to our partners: vendors and resellers, and we can only achieve this by offering services that they feel gives them value for money. For many, it is a very basic need: support in developing new market opportunities for their products or guidance on how to gain a greater share of the education market spend ."

So how has Douglas Stewart Education addressed this? Scott explains,

"We've built our capabilities to provide expert advice to our vendors on their go-to-market strategy, covering primary, secondary and tertiary education. We've got experience with mainstream and assistive technology. Plus, we have expanded and strengthened our business development team, so we can spend more time getting to know our customers and their needs. Additionally our marketing efforts are being increasingly targeted at end users, with the purpose of lead nurturing and generation."

Scott adds;

"Most importantly we are turning on its head the traditional one-size-fits-all approach to the commercial model of distribution. We will happily create custom agreements that work more effectively for each of our partners."

Recent success stories for Douglas Stewart Education include the Dremel 3D45 3D printer, Swivl classroom observation system and Screenbeam wireless classroom display solution. Scott informs that one of the key factors in selecting new products to add to the Douglas Stewart EDU portfolio is the value add that it can bring to the learning environment.

"We select products to add to our portfolio very carefully and have to be convinced that they can add real value to educational institutions, lecturers, students, teachers or pupils, before an agreement is signed. It's all part of our aim to grow meaningful share for a vendor and incremental sales for the reseller."

For further information on Douglas Stewart Education please contact Gary Singh- Marketing Manager - gsingh@dstewart.eu.

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Notes for editors

Douglas Stewart EDU is the ideal partner for distribution into the education market. Globally we have more than 50 years of experience in the sales, marketing and distribution of products to educational resellers as well as their end-users. With offices in the US, Canada, and Europe, our commitment to superior customer service, long-term relationships and unique channel programmes for the education marketplace extends across borders.

We bring to the market a unique understanding of education: the knowledge of software vendors'

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Related Keywords:

Edtech Supplier :: Education Supplier. Education Technology :: Dremel 3D45 3d Printer :: Swivl :: Screenbeam ::

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educational programmes and the knowledge of the educational community, from budget cycles and the tender process, to the trends, culture and influencing bodies.

With our focused educational approach, we work with both vendors and resellers to expand their education business by reaching the right resellers and end-users with the right programmes, messaging and support.

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