

U.S. and EMEA award for Zyxel's channel service

Through innovative solutions tailored to each market, the company has earned the trust of customers.



Noida, Uttar Pradesh Nov 22, 2022 ([IssueWire.com](https://www.issuewire.com)) - Zyxel Network, as a leader in cloud-powered networking solutions, has been recognized on both sides of the Atlantic for its channel services, being honored as a ChannelPro SMB All-Star in the U.S. and at the European MSP Innovation Awards.

The honors highlight the trust and goodwill that Zyxel has built in these high-value markets by supporting the unique and pressing needs of partners in each, according to Crowley Wu, Zyxel Network's vice president of sales and marketing. Wu said that the recognition also underscores Zyxel's growth into one of the world's leading networking brands.

"In the U.S., a top focus of ours has been helping SMBs by providing innovative products that speed up their migration to multi-gig speeds, so they can unlock potential trapped behind slow speeds," he said. "Whereas in Europe, we've used our Nebula cloud management solution to help our partners weather the storm brought by the Covid, supply chain, and inflation crises."

An SMB All-Star

The channel's only awards program of its kind, the ChannelPro SMB All-Stars recognizes IT hardware, software, and service vendors whose products, programs, and initiatives have significantly impacted the SMB channel in the last 12 months. Candidates are assessed by the ChannelPro Network editorial team, with input from outside experts and channel partners.

Zyxel was among the small number of industry-leading innovators selected as a 2022 ChannelPro SMB

All-Star, with other honorees including AMD, Cisco, and Microsoft. The judges cited Zyxel's [MG-105 5-Port 2.5GbE Unmanaged Switch](#) and [MG-108 8-Port 2.5GbE Unmanaged Switch](#) as having market-changing potential, giving SMBs an affordable way to utilize the speedy 2.5GBase-T Standard.

Shop from Amazon:- MG-105 <http://bit.ly/3UFqozh> ; MG-108 <http://bit.ly/3UFhGB7>

Europe's Top PSA/RMM Vendor

Meanwhile, at a ceremony in London, Zyxel received the Best PSA/RMM Vendor Award at the 2022 European MSP Innovation Awards hosted by Channel Partner Insight.

The adjudicated awards recognize vendors, distributors, and MSPs demonstrating industry leadership. The recent confluence of crises affecting Europe has played to Zyxel's strengths in innovation and customer service, particularly its Nebula cloud management solution, according to Wu. "By allowing more than 80 types of network devices to be configured and controlled in one place, Nebula has given customers flexibility and efficiency in terms of time, resources, and expenditure that has proven invaluable to their survival," he said.

The ChannelPro and Channel Partner Insight accolades come on the heels of other recognition at home and abroad over the past two years. This has included being the only networking company [named among the Best Taiwan Global Brands](#) as well as earning honors [at the Taiwan Excellence Awards](#) – more than any other networking brand.

For more information, please visit: <https://www.zyxel.com/in/en-in>

About Zyxel Networks

Zyxel Networks has unlocked people's potential by connecting businesses and home users for over 30 years. Today, this means using the cloud to deliver a simplified and unified networking experience, leveraging intelligence to protect against cyber threats that evolve by the day, and offering subscriptions to help SMBs scale flexibly as they grow.

Having spun off from affiliate Zyxel Communications in 2019, we're a global force in the networking market with an unrivaled international presence in 150 markets. We've shipped more than 100 million devices and are trusted by over 1 million businesses, all working smarter with Zyxel solutions.

We're building the networks of tomorrow and meeting the needs of the modern workplace — powering people at work, play, and in life.

Zyxel, Your Networking Ally

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