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## **Marathon Consulting Named to CRN's Inaugural Next-Gen 250 List Ranking Highlights the Up and Coming VARS in North America**

**New York, NY, August 29th, 2011** – Marathon Consulting, a New York based IT Consulting Company, today announced Everything Channel has named the company to the first ever 2011 CRN Next-Gen 250 list. The CRN Next-Gen 250 is an annual listing of innovative and nimble business and technology integrators, solution providers and resellers in North America offering solutions and services in cloud computing, mobility, unified communications, virtualization and other emerging technologies.

The CRN Next-Generation 250 list is comprised of the most exciting new solution provider organizations (founded 2000-2011) bringing new and emerging implementation ideas and business models to the market. Marathon's unique combination of enterprise tools into a small business IT solution separate them from similar companies in the market. They continue to add valuable features helping clients achieve profit and productivity.

Founder and President Bill Stucklen commented, "It is an honor to be added to the Next-Gen 250 list. Our entire company works very hard to provide the best possible IT support for small businesses in New York City and beyond".

"In today's competitive environment solution providers have to do more than just talk about innovation. The ability to quickly implement new processes, models and technologies is what drives margins and the bottom line," said Kelley Damore, VP, Editorial Director, Everything Channel. "The CRN Next-gen 250 highlights the most interesting new solution providers who are demonstrating such innovation and uncovers the new techniques and technologies that are driving their success."

### **Marathon Consulting**

Founded in 2002, Marathon has established a very active client base with some of the highest standards for excellence in the IT industry. Headquartered in New York City, Marathon is the leading provider of proactive and managed technology services to small businesses in the in the tri-state area and nationwide. Maintaining world-class customer service and providing IT intelligence by anticipating and resolving technology issues are the top priorities for Marathon. To learn more about Marathon and their range of services, visit us at: <http://www.marathonconsulting.com>. Follow us on Twitter at <http://twitter.com/marathonny> and on Facebook at <http://www.facebook.com/marathonny>.

### **Everything Channel**



Everything Channel is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With over 30 years of experience and engagement, Everything Channel has the unmatched channel expertise to execute integrated solutions for technology executives managing partner recruitment, enablement and go-to-market strategy in order to accelerate technology sales. Everything Channel is a [UBM](http://www.ubm.com) company. To learn more about Everything Channel, visit us at <http://www.everythingchannel.com>. Follow us on Twitter at <http://twitter.com/everythingchnl>.

### **UBM plc ([www.ubm.com](http://www.ubm.com))**

UBM plc is a leading global business media company. We inform markets and bring the world's buyers and sellers together at events, online, in print and provide them with the information they need to do business successfully. We focus on serving professional commercial communities, from doctors to game developers, from journalists to jewelry traders, from farmers to pharmacists around the world. Our 6,000 staff in more than 30 countries are organized into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently.

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