As Counterfeiting Grows, a New Necessity for IT Resellers Emerges: Verified Products
Adding third-party testing and verification will help resellers and end users alike

According to estimates from the Organization for Economic Co-operation and Development, the value of counterfeit IT products may cost the global economy up to a quarter of a billion dollars per year. Even more concerning for IT resellers and procurement teams is that recent industry research estimates that 10% of all IT hardware is counterfeit. Companies across all sectors are struggling not only to understand the impact that fake products have on its business and financial results but also to ensure that those products don't enter its IT infrastructure. From catastrophic security breaches to downtime, damaged business partnerships to disastrous financial and brand consequences, the stakes for fake IT hardware products entering an organization's technical infrastructure are enormous. This is why a new necessity is rapidly emerging in the IT marketplace – third-party verification.

The role of third-party testing and verification, put simply by Core 3 Technologies' Managing Partner and Founder Chris Bergen, is to "provide quick and accurate detection and identification of counterfeit and modified IT hardware." Verification companies are the bridge ensuring that IT manufacturers, resellers, and end users develop trust, reduce fear, and increase security across the supply chain.

To accomplish this job, Core 3 Technologies, a leading value-added distributor headquartered in Irvine, has invested heavily over the last five years in the ability to verify IT hardware. The company not only partnered with Verification Systems Technology (VST), an independent company that has developed the premier online test platform that enables quick and accurate authentication of network hardware, but also ensured that its new Irvine distribution facility was built around the testing and verification process. Products entering the Core 3 Technologies supply chain undergo strict testing, authentication, and verification using VST's platform before ever entering its inventory. Should products be identified as counterfeit, the company maintains a zero-tolerance policy. Core 3 engineers work aggressively with VST to quarantine these products and remove them from the marketplace.

And the results are impressive. Since its founding seven years ago, Core 3 Technologies has grown from a team of four to 35 across its headquarters and West Coast distribution center in Irvine, an East Coast distribution center in Morristown, NJ, and offices located in Los Angeles, Phoenix, San Francisco, and New Jersey. Additionally, the company was listed on the Inc. 5000 list last year and has been named among the Best Places to Work in Orange County.

As Mr. Bergen puts it, "Counterfeiting will continue to grow – we can't stop it. But what we can do is ensure that we build our client relationships around trust that not only extends within our conversations but also to the products we are selling them." And he's right. Global counterfeit trends not only indicate that counterfeiting will continue to grow but that the counterfeiters will diversify what they produce. Companies need to know that the products they are plugging into their IT infrastructure are trusted and authentic. Testing and verification can do just that.

For more information, visit www.core3tech.com or contact Chris Bergen at 949.387.6732.