



## Centrix Software gains funding for US go-to-market push

☒ Centrix software is a UK-based software company focusing on workplace discovery and helping companies prepare for advanced virtualisation and the acquisition of Cloud services.

As a small, relatively unknown company its go-to-market approach requires the recruitment of multiple channel partners, such as its recently signed collaboration with US solutions providers [Claros Systems](#) and [Asset Labs](#). It has managed to secure \$10 million [funding](#) in order to build its US network.

We're impressed with the capabilities of Centrix software. Its investment in go-to-market activities is a sign of the readiness of solutions and should lead to stronger recognition in the World's most important country market.

[Go-to-market](#) is one of the themes we study to identify the supplier rainmakers in the changing market.