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NetEx Closes Out Another Successful Year with Global Expansion and Strategic Partnerships

HyperIP WAN Optimization Virtual Appliance Poised for Continued Growth

MINNEAPOLIS, Minn. – January 10, 2011 – 2011 was an excellent year of global expansion and strategic partnerships for [NetEx®](#), a leading company providing the HyperIP WAN optimization virtual appliance solution. It was fueled by technological advances proving HyperIP's strengths with Microsoft Hyper-V, VMware ESX/ESXi and vSphere, Dell EqualLogic, Veeam Backup & Replication, CA ARCserve, and IBM Tivoli Storage Manager and many others. With new distribution partners in Australia, South Africa, and other markets, and ongoing relationships with some of the world's leading tech vendors, NetEx saw a triple digit increase in installations of HyperIP in 2011.

The recent introduction of HyperIP 6.0, which is fully integrated with Hyper-V, introduces the users of Microsoft Windows Server 2008 platform to the market-leading HyperIP WAN optimization virtual appliance software. Through strategic agreements, NetEx also made versions of HyperIP available free to users of Veeam Backup & Replication, Dell EqualLogic storage systems, CA ARCserve Backup, CA ARCserve D2D and all VMware users. The company also made HyperIP available through a very successful Buy-One-Get-One (BOGO) program which was available the second half of 2011. NetEx also strengthened its position with VMware users by being added to the VMware Virtual Appliance Marketplace, and added Dell South Africa to its reseller partners to meet demands in that region.

“2011 has been HyperIP's best year yet, in terms of its product development, customer trials, and its increased adoption for accelerating backup, recovery, replication and migration with no bandwidth or infrastructure upgrades,” said Robert MacIntyre, Vice President of Business Development and Marketing

at NetEx. “With virtualized and cloud-based infrastructures becoming the rule, rather than the exception, we have seen a major surge in interest in HyperIP from users, vendors and reseller partners who understand that their customers’ disaster recovery and data transfer goals can’t be achieved without HyperIP.”

Based on data compiled in 2011 by industry research firm [TechValidate](#) surveys, nearly 90 percent of HyperIP users said that a software-only WAN optimization solution offered distinct benefits over hardware WAN optimizers, being VMware Ready was extremely important and that software-based HyperIP was an important part of their overall virtualization deployment. A similar number of users reported that large database and storage replication were the most important applications for which they use HyperIP and a large percent of users surveyed had also evaluated Riverbed, Bluecoat; and Cisco Wide Area Application Services mentions of others before the customer selected HyperIP.

HyperIP supports the industry’s widest range of replication applications, including applications from EMC/Data Domain, Dell/EqualLogic, HP/LeftHand, IBM, Microsoft , Network Appliance, Veeam and many others. Scalability to higher data rates can be achieved through a simple software key, eliminating the need for any forklift hardware appliance upgrades that may impact network or production schedules.

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About NetEx

NetEx has provided high-end networking tools for over 25 years to some of the world’s largest and most sophisticated organizations. Today, NetEx focuses on virtual appliance-based WAN optimization software that is affordable and practical for solving WAN throughput issues for users, solution providers and IT service companies. The company is based in Minneapolis, MN. For more information about NetEx, visit www.netex.com or call +1-763-694-4300.

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