

**CONTACT CLIENT:** 

Robert MacIntyre
NetEx
763-694-4300
bob.macintyre@netex.com

#### **CONTACT AGENCY:**

Mark Smith JPR Communications 818-884-8282 marks@jprcom.com

# NetEx Adds COMPUTERLINKS Distributor to Meet Growing Demand for HyperIP Virtual WAN Optimizer

Distributor signs agreement with NetEx for software-only WAN Optimization

MINNEAPOLIS, Minn. – August 16, 2010: <u>NetEx</u>, the leader in WAN optimization software, today announced an exclusive distribution agreement in the UK and Ireland with <u>COMPUTERLINKS</u>, the next generation distributor of IT security and Internet technology solutions to deliver the world's fastest WAN optimization software for virtual environments.

With the advance of data center consolidation, accelerated by the deployment of virtualization and cloud computing, organizations continue to look for new ways to ensure their company data is protected. As such, resellers are being tasked with providing clients with WAN optimization solutions specifically designed for virtualized environments. This new offering from COMPUTERLINKS will allow resellers the opportunity to provide optimized migration of data to off-site locations with speeds of 10x to 16x.

NetEx's award-winning HyperIP is a software-only, virtualization-ready WAN optimization solution, ideal for moving large data sets across WANs securely, swiftly and seamlessly, particularly between data-centers. By bringing in this technology from NetEx, COMPUTERLINKS will be able to offer its resellers a fast and reliable WAN optimization solution.

David Ellis, director of new technologies and services at COMPUTERLINKS, commented, "We're delighted to be bringing the NetEx HyperIP market-leading

technology to the channel, and in doing so help them to grow their markets in the UK and Europe."

The announcement follows COMPUTERLINKS' recent remodeling of its business to deliver margin-rich channel services around new and emerging technologies such as virtualization, cloud computing and IP-based physical security. The addition of NetEx to the distributor's virtualization portfolio means resellers can now be better equipped, and have access to specialist expertise and additional resources when recommending virtualization solutions.

Robert MacIntyre, NetEx vice president of business development and marketing said, "Our clients include some of the world's largest and most sophisticated organizations and government agencies. COMPUTERLINKS' global distribution and support network will allow us to reach them even more cost-effectively in the knowledge that they are assured the highest levels of customer service."

#### **About NetEx**

Formed in 1999 as a spin-off of Storage Technology Corporation (StorageTek®), privately-held NetEx has provided the world's fastest WAN optimization software in the industry, along with guaranteed data delivery, for over 20 years to more than 100 of the world's largest and most sophisticated organizations, including some of the most prestigious providers of financial, transportation and telecommunications services and government entities. Customers include BP, Telstra, NTT, Verizon, BellSouth, Qwest, Royal Bank of Scotland Group, LloydsTSB, NDC Health, IRS, American, Iberia, Northwest, United Airlines and Kellogg. As a VMware Technology Alliance Partner, NetEx's HyperIP WAN optimization software has demonstrated impressive performance numbers for supercharging VMware applications worldwide. For more information about NetEx, NetEx/IP or HyperIP, visit <a href="https://www.netex.com">www.netex.com</a> or call +1-763-694-4300.

### **About COMPUTERLINKS**

COMPUTERLINKS is a next generation distributor of IT security and Internet technology solutions, providing UK and Irish channel partners with reliable, supported solutions from world-leading hardware and software manufacturers. COMPUTERLINKS concentrates on the dynamic Internet technology areas of e-business and e-security, and the emerging area of IP Physical Security. It provides a comprehensive and complementary product portfolio, backed by an extensive range of professional services, to ensure channel partners deliver the right solutions to their customers. 100% committed to the two-tier channel, COMPUTERLINKS delivers profitable growth to partners and competitive advantage to their customers by providing a full-service package of technical, sales and marketing support, practical training and efficient logistics. The company currently has over 550 employees operating across 22 countries worldwide. For more information, visit www.computerlinks.co.uk

## For further information about this news please contact:

Peter McEvoy COMPUTERLINKS +44 (0) 1638 569 600 peter.mcevoy@computerlinks.co.uk