

FOR IMMEDIATE RELEASE



Certeon Enhances Global Partner Program to Maximize Channel Partners' Success in Delivering Virtualized WAN Optimization Solutions

*Partner Program Combines
Certeon's Technology Leadership with Extensive Channel Support*

BURLINGTON, Mass. — July 19, 2010 — [Certeon](#), the leading provider of virtualized wide area network optimization (WAN) and application acceleration, today announced a restructuring of its global Channel Partner Program to help resellers deliver high-performance and cost-effective WAN optimization solutions to the virtualization, disaster recovery and cloud computing markets. The enhanced program provides partners a competitive edge over hardware WAN optimization solutions by giving benefits that, combined with Certeon's cost-effective, software-based *aCelera* virtualized WAN optimization technology, significantly increases their ability to penetrate these high-growth markets.

Key components of Certeon's new Channel Partner Program include technical and sales training, certification, deal registration, a service tracking and alerting system, sales and marketing support, and software demo labs. The program offers three different levels of support to best meet the needs of resellers and their target markets. The flexibility of this program enables resellers to bring enterprise-class WAN optimization solutions to a wide range of customers, from SMBs to large global enterprises.

"The changes to our partner program will have a profound impact on reseller revenue growth and profitability," said Karl Soderlund, senior vice president of worldwide sales and business development at Certeon. "The revised program reflects our renewed commitment to the channel and focuses on providing all the training and support required for resellers to be effective in delivering hypervisor-agnostic optimization solutions to high-growth markets such as virtualization, disaster recovery and cloud computing."

Partner Program Features Training, Certification, Deal Registration, Marketing Support

Certeon's Channel Partner Program offers free technical training and sales training, which are available in online and in-classroom formats. The company offers two certification levels: Certeon Network Associate for basic knowledge of its *aCelera* software, and Certeon Network

Professional, for more advanced training on all *aCeler*a features and functionality. Certified partners have a greater revenue potential that results from a deeper understanding of *aCeler*a products and the ability to deliver optimal application performance improvements.

Certeon's Channel Partner Program offers a deal registration program. Resellers are rewarded for registering their revenue opportunities through sales and marketing support to bring prospective business to a successful close. The deal registration program ties into Certeon's new service tracking and alerting system, which enables partners to maximize profits by identifying potential opportunities for recurring revenue. Certeon's Channel Partner Program also fuels resellers' business through lead generation, special promotions, incentives and market development funds. Certeon's "Try and Buy" program helps resellers demonstrate the full benefits of virtualized WAN optimization by enabling customers to see how *aCeler*a solutions work in their own environment and generate their own proof-points of Certeon's outstanding performance.

"Our resellers are highly receptive to the enhancements in Certeon's Channel Partner Program," said Oren Taylor, director at CDG, a Certeon distributor in the United Kingdom. "Certeon's training and certification better equip them with in-depth knowledge on how to get optimal application performance improvements for their customers."

Certeon's *aCeler*a software is the first and only WAN optimization and application acceleration virtual appliance that delivers acceleration, scalability and manageability. *aCeler*a virtual appliances enable enterprises to dramatically increase the performance of applications accessed over the WAN, improving application response time by up to 95 percent. *aCeler*a also enables enterprises to reduce their network bandwidth requirements, allowing for lower overall capital and operating costs.

According to Gartner, worldwide WAN optimization controller vendor revenue in 2006-2014 will total \$22.4 billion. Certeon's software-based *aCeler*a virtual appliance solutions provide channel partners with a competitive alternative to hardware-based proprietary WOC solutions, leveraging the cost-effectiveness of a software-based solution with the flexibility, scalability and manageability of a virtual appliance.

"Certeon's partner program has helped **igx**global to be highly successful in the virtual WAN optimization market," said Barry Johnson, president and CTO at **igx**global. "With Certeon's channel support and leading software-based virtual appliance technology, we have increased the value we bring to our customers. We are able to solve their application performance issues using the most cost-effective, scalable solution available on the market today."

About Certeon

Certeon is the leader in virtualized WAN optimization. Certeon's *aCeler*a software is the first WAN optimization and application acceleration virtual appliance to deliver acceleration, scalability and manageability. *aCeler*a reduces application response time over the WAN and lowers network bandwidth requirements up to 95 percent without proprietary hardware appliances. The *aCeler*a family of software-based solutions includes *aCeler*a virtual appliance and *aCeler*a *Client* for optimized desktop-to-data-center performance, and *aCeler*a *Sync* for efficient business continuity over the WAN. As more resources (e.g., CPU, memory and disk) are added, *aCeler*a performance scales linearly and supports up to 50 percent more concurrent accelerated connections than do "closed" proprietary hardware appliances. Enterprises and managed service providers can save as much as 60 percent in TCO when deploying *aCeler*a software to virtualized data centers, cloud environments or remote offices. For more information, visit www.certeon.com.

Media Contact:

Mary Hecht-Kissell
PR Strategies
919.846.4949
maryhk@pr-strategies.com

###