

## WICK HILL APPOINTED AS A10 NETWORKS' DISTRIBUTOR FOR THE UK AND IRELAND

Wick Hill continues market growth strategy

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Wick Hill today announced that it has been appointed by A10 Networks, technology leader in application networking, as UK and Ireland distributor. A10 Networks makes high performance products that help organisations of all sizes accelerate, optimise and secure their applications. VAD Wick Hill, specialists in market growth for a small portfolio of suppliers, will support A10's award-winning solutions.

This signing shows Wick Hill's determination to continue to bring high growth opportunities to the channel and open up new markets for channel partners. The VAD is planning for 100% growth with the A10 product range and is looking for new partners to participate in that growth.

Ian Kilpatrick, chairman Wick Hill Group, commented: "A10 offers award-winning technology and was named as the second fastest growing private company in Silicon Valley in 2011, which was the third year in a row it had won a fastest growing company award. We expect this level of growth to continue because the company has great core technology which helps applications work faster and more efficiently."

"With cloud application delivery, server load balancing, and virtualisation on network managers' agendas, A10 Networks is extremely well placed to benefit from this, by providing high performance solutions, coupled with security."

"Another major growth area for the channel," said Kilpatrick, "is IPv4 to IPv6 integration and migration. The address pool for IPv4 was exhausted last year and major Internet service providers, (ISPs), manufacturers and web companies around the world are coming together to enable IPv6 for their products and services by World IPv6 Day on 6<sup>th</sup> June. So IPv6 integration provides a huge channel opportunity.

"A10 provides solutions which enable organisations to manage IPv6, without the infrastructure cost of migration. This is crucial when trying to minimise the expense of introducing IPv6".

Mark Edge, director sales EMEA, A10 Networks, said: "We look forward to a successful partnership with Wick Hill and market penetration. Wick Hill's know-how, technical capabilities and strong channel presence in the region will allow us to accelerate our business expansion."

### **AX Series Application Delivery Controllers**

A10's flagship high-performance AX Series platforms offer solutions for three key markets - application delivery/server load balancing, IPv6 migration, and cloud computing & virtualisation.

With the AX Series, customers of all sizes benefit from application availability, scalability and performance; increased infrastructure efficiency and a faster end user experience. All new generation AX Series solutions include A10's innovative 64-bit [Advanced Core Operating System](#) (ACOS) with a scalable shared memory parallelism architecture that provides exceptional scalability and flexibility.

### **About Wick Hill**

Established in 1976, value added distributor Wick Hill specialises in secure IP infrastructure solutions and convergence. The company sources and delivers best-of-breed, easy-to-use solutions through its channel partners, with a portfolio that covers security, performance, access, networking, convergence and hosted solutions.

Wick Hill is part of the Wick Hill Group, based in Woking, Surrey with sister offices in Hamburg. Wick Hill is particularly focused on providing a wide range of value added support for its channel partners. This includes a strong lead generation and conversion programme, technical and consultancy support for reseller partners in every stage of the sales process, and extensive training facilities.

### **About A10 Networks**

A10 Networks was founded in 2004 with a mission to provide innovative networking and security solutions. As the technology leader in Application Networking, A10 makes award-winning, high-performance products that help organizations accelerate, optimize and secure their applications. The AX Series platforms offer solutions for Application Delivery, IPv6 Migration and Cloud Computing & Virtualisation.

A10 Networks is headquartered in Silicon Valley with offices in the United States, United Kingdom, France, The Netherlands, Germany, Brazil, Japan, China, Korea, Taiwan, Hong Kong, Singapore and Malaysia.

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