

WICK HILL APPOINTED DISTRIBUTOR BY EXPAND NETWORKS

Wick Hill seeks resellers to help grow burgeoning WAN optimisation and acceleration market

Woking, Surrey: 15th June, 2011 - Wick Hill has been appointed distributor for US vendor Expand Networks, the leader in optimising WANs for branch office consolidation and virtualisation. Expand is a pioneer in this area with a range of solutions for accelerated delivery and guaranteed performance of business critical applications and services, within virtualised environments and across distributed enterprises.

Ian Kilpatrick, chairman Wick Hill Group, commented: "This is an exciting opportunity for the channel in the continually growing WAN optimisation space and is very complementary to Wick Hill's existing portfolio. Expand Networks is a market leader with great expertise in this sector, and a product range which is extremely competitive on quality, performance and price.

"With the considerable margin and service opportunities available in application delivery, Wick Hill and Expand will be developing a strong, focussed channel to capitalise on the opportunities in this area. We will be actively seeking out resellers to help us grow this market."

Christian Honore, vice president sales EMEA for Expand commented: "Expand's proven success in specific markets, such as military, logistics, manufacturing and retail, reflects the vertical strengths of Wick Hill. This appointment will allow us to execute on increasing demand from the channel for optimisation solutions in distributed environments, that increasingly rely on satellite communications."

The solutions

Delivering fast and reliable access to applications over the WAN is now an essential aspect of any IT strategy. Strategies such as virtualisation, server-based computing and server consolidation shift servers out of the branch offices to consolidate and centralise them in the data centre. Whilst this helps reduce total cost of ownership (TCO) of the WAN, it creates a bigger geographical distance between the application and its user.

Expand Networks addresses this 'proximity gap' by delivering WAN optimisation solutions specifically designed to enhance performance over the WAN and execute IT initiatives such as branch office server consolidation, server-based computing, optimised satellite communications, and virtualisation.

Expand Networks' award winning solutions, with the industry's most complete line of accelerators (appliance, virtual, mobile client), along with the ExpandView management platform, address these WAN performance issues holistically by providing virtual bandwidth. Unlike other solutions that focus on just acceleration, compression *or* quality of service, Expand delivers *all* of these capabilities, working together in one comprehensive, multi-service platform with extensive management capabilities.

About Wick Hill

Established in 1976, value added distributor Wick Hill specialises in secure IP infrastructure solutions. 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, unified communications 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 Expand Networks

Expand Networks is the pioneer and leader in the WAN Optimization market. Expand helps organizations simplify their IT infrastructure while delivering remote offices fast, reliable and secure access to networked applications. This results in improved user productivity and cost-effective IT management.

Expand offers a multi-service integrated platform that ensures superior performance for any application over any network. From its headquarters in Roseland, NJ and its global locations, Expand Networks serves more than 5,000 enterprise and public sector customers in over 100 countries including: American Express, Antarctica, Bacardi USA, BMW, Continental Airlines, Christian Aid, Elizabeth Arden, Euronet, Fin Comun, Porsche Informatik, Reed Exhibitions, Ridley Inc, SPAR Group, Targus and United States Department of Defense with over 60,000 units deployed. Expand is the largest supplier of WAN Optimization products to US Government and Military agencies (greater than 10,000 units) and also has the most units deployed at a single corporate location, (4,500).

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