

## Wick Hill offers lifeline to Expand customers and VARs

**Wick Hill release. Woking, Surrey: 18<sup>th</sup> January 2012** - Following the recent liquidation of WAN optimisation specialist Expand Networks, and the purchase of certain of its assets by Riverbed Technology, VAD Wick Hill, an Expand distributor, announces that it will continue to support Expand customers in the UK on an FOC and best endeavours basis.

Additionally, Wick Hill, who recently announced its distributorship with WAN optimisation specialist Silver Peak, says it will also offer an attractive Wick Hill/Expand migration package for customers to transition from Expand to Silver Peak solutions, in conjunction with channel partners.

This Wick Hill migration programme will vary, depending on specific support and product status. The savings, for example, will be different for customers not on support, but could provide relevant customers with up to a 40% reduction on the overall transition costs. Wick Hill will also run a similar program for the DACH region.

Ian Kilpatrick, chairman Wick Hill Group, said: “WAN optimisation is a key solution for organisations which are typically using it in core application areas, either supporting higher performance on key applications, or managing greater data volumes over existing infrastructure.

“Customers are obviously extremely concerned about their business risks, if there are any failures now on their Expand kit. We believe that our package will provide the majority of Expand customers with a cost effective migration route. Silver Peak is a market leader with an excellent range of products and much to offer both the channel and end users.”

Silver Peak uses real-time network optimisation techniques to maximise available WAN bandwidth while overcoming common distance and quality challenges that adversely impact application performance over a WAN. Silver Peak is the only vendor to offer both virtual and physical WAN optimisation appliances that scale from small offices to the largest data centres, making it the most scalable and cost effective solution in the industry.

### 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 Silver Peak Systems, Inc.**

Silver Peak is the leader in data centre class WAN optimisation appliances that maximise WAN performance while minimising WAN costs. The company's Virtual Acceleration Open Architecture (VXOA) delivers unprecedented scalability and flexibility, enabling rapid deployment of WAN optimisation on any platform, any hypervisor, anywhere within an enterprise. Silver Peak's WAN optimisation solutions are strategic enablers for large IT initiatives, including data centre consolidation, data migration, cloud computing, disaster recovery, server centralisation, and hosted virtual desktops (VDI).

Note: Silver Peak Systems, the Silver Peak logo, and Silver Peak VXOA are all trademarks of Silver Peak Systems, Inc. All other trademarks are the property of their respective owners.

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