

**Appoints Business Development Manager UK  
to Accelerate UK Growth**

**Global Network Monitoring Specialist Paessler  
Strengthens its UK Business with Appointment**

**07th June 2011 - Paessler is continuing to strengthen its position in the UK as a leading global provider of network monitoring solutions by appointing Christine Gebauer as the Business Development Manager UK.**

Paessler's commitment to the UK is an integral part of the company's plans for worldwide expansion. Paessler has experienced exceptional growth in the UK with sales in the region increasing by almost 50% in the last 12 months. It increased its global staff by 50% last year to meet the rise in demand for its PRTG Network Monitor, and UK sales for 2011 so far have reached almost 80% of the total sales revenue for 2010.

Christine has a background in international business development and has worked in marketing and sales in a range of international markets, including China and Germany, and for companies including BMW, Volkswagen and German computer software company Covum AG.

In her new position Christine will support Paessler in boosting its sales channel with the ultimate aim of doubling its number of reseller partners by the end of the year. Paessler is particularly interested in forging partnerships with companies with a high level of technical know-how and a focus on consulting, and is eager to identify companies that are as proactive and knowledgeable as its current best-selling UK partners, QBS Software and Grey Matter.

Christine says, "I am delighted to be joining Paessler and helping the company to build its presence in the UK. The staff's passion for the product and the focus on customer satisfaction, technical know-how and performance is very impressive. Also, I feel there is a real opportunity in the UK for high quality, cost-effective performance monitoring, and I am looking forward to enhancing Paessler's position and service in the market."

During her first week in the job, Christine successfully secured Laurel Consultancy Services Ltd. as a new registered partner of Paessler. Laurel Consultancy Services Ltd. focuses on small to medium sized businesses and some larger schools. Anthony Bryant, Managing Director at Laurel Consultancy Services Ltd. agrees there is room for development in the UK. He says, “We are starting to deal with some larger schools and think that there is a gap in the market to really push performance monitoring and remote management.”

Paessler’s Chief Operating Officer Christian Twardawa adds, “The increasing demand for PRTG means we are preparing for a fast growing market and important developments in new business. We are employing more dedicated, experienced employees like Christine, to ensure this process is expertly handled and achieves maximum results for both Paessler and our customers.”

**About Paessler AG:**

Paessler AG leads the industry in providing the most powerful, affordable and easy-to-use network monitoring and testing solutions. The company’s suite of just-right software products deliver peace of mind, confidence and convenience for businesses of all sizes – from Small Office/Home Office (SOHO) to large enterprises, including more than 70% of the Fortune 100 companies. Based in Nuremberg, Germany, Paessler’s global reach includes more than 150,000 active installations of its products. Founded in 1997, Paessler AG remains a privately held company and is recognized as both a member of the Cisco Developer Network and a VMware Technology Alliance Partner. For more information, visit [www.paessler.com](http://www.paessler.com)

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