

Paessler Posts Nearly 60% Annual Sales Growth as Channel Sales Surge for its Flagship PRTG Network Monitor

Company Expands Global Workforce by Nearly 50% to Accommodate Demand

Burlington, Mass. and Nuremberg, Germany (February 26th, 2013) – Paessler AG, the innovative [network monitoring](#) specialist, today announced preliminary global sales for its industry-leading network monitoring solutions have shot up 57 percent over the past 12 months, closing out 2012 with channel partner sales now accounting for 40 percent of total worldwide sales. In response to growing demand, the company has expanded its global workforce by 47 percent, this includes dedicated U.S. representatives in Massachusetts and Texas.

“Our global resale partners are having tremendous success in offering our PRTG Network Monitor to their clients as part of their IT solutions and services set,” said Paessler founder and CEO Dirk Paessler. “Over the past year, we’ve not only deployed a number of PRTG feature and functionality upgrades that have helped spur demand, but we’ve also launched a new marketing toolbox to give resellers the tools they need to effectively and more easily market and sell the product.”

The feature enhancements and reseller support have boosted channel sales by 81 percent in the global market, and more than 90 percent in the U.S. and Canada. The U.S. remains Paessler’s largest market, generating nearly one-third of global sales. Paessler cites a number of factors behind the growing demand for its intuitive, easy-to-use and affordable, yet comprehensive, PRTG technology including: the trend toward an increasingly distributed workforce, the vital role reliable network connectivity plays in the competitive business marketplace and the need for efficient, affordable tools to streamline IT administration tasks.

To address these evolving needs over the past year, the company has added enhanced VMware 5 support; pre-configured sensors to monitor the most popular application services, including POP3, SMTP, IMAP and Microsoft Exchange mail servers, plus Microsoft SharePoint and IIS; all together PRTG now includes more than 150 other pre-configured sensor types.

A new geo-mapping feature combines live network monitoring status with GoogleMaps and other geo mapping providers to supply at-a-glance visibility for globally distributed networks, while the new Configuration Guru walks new users step-by-step through initial setup of PRTG. Finally, Paessler’s new continuous rollout deployment model ensures users always have access to the latest product features and enhancements immediately after testing is complete.

These achievements have earned praise from end-users, resellers and industry groups alike. PRTG was recognized with high marks in the EMA Radar Report for its strong value, performance in environments with up to 5,000 managed network devices and its unique all-in licensing model with no hidden costs. In November, the company

was ranked among the 50 fastest growing technology companies in Germany on the 2012 Deloitte Technology Fast 50.

“We’re in very strong position as we look ahead into 2013 and beyond,” Paessler said. “With our new HTML5 web-based GUI and an expanding presence in South America and Asia, Paessler is poised to solidify our position as the global leader in network monitoring for any size business.”

For more information about Paessler AG and its award-winning PRTG Network Monitor, visit www.paessler.com.

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 delivers peace of mind, confidence and convenience for businesses of all sizes – from Small Office/Home Office (SOHO) to large enterprises, including more than 70 percent of the Fortune 100 companies. Based in Nuremberg, Bavaria/Germany, Paessler’s global reach includes more than 50,000 licenses sold and more than 150,000 active installations, including its robust freeware products, through its worldwide locations in Canada, the UK, Japan, the US and others. Founded in 1997, Paessler AG remains a privately held company and is recognised as both a Cisco Technology Developer Partner and a VMware Technology Alliance Partner. For more information, visit www.paessler.com.

#

Media Contact:

Nicole Plati
SSIPR
847-415-9342
nplati@sspr.com