

# Paessler sees benefits of new channel strategy with strong growth in 2015

Reseller sales help drive 34 per cent revenue growth in the UK

**London, UK, February 17, 2016 –** [Paessler](#), the network monitoring specialist, has released its preliminary global sales figures for 2015, which show that channel sales were a key driver of growth in the UK. The creator of [PRTG Network Monitor](#), based in Nuremberg, Germany, saw its revenues increase by 34 per cent in 2015, with reseller sales accounting for almost half of that.

This growth in Channel sales, up to 69 per cent from 45 per cent in the previous year, reflects Paessler's strategy to move from a direct sales-focused company and achieve an equal balance between direct and indirect sales. Last year the company signed up 46 new Channel partners in the UK and introduced a new partner program to signify the growing importance of indirect sales to its business. Partners that register new business opportunities will benefit from immediate price advantages and be able to protect their leads from competitors and secure their margins.

Rupert Collier, Senior Channel Manager for the UK and Ireland at Paessler said, “2015 was another strong year for Paessler, in the UK as well as worldwide. 34 per cent growth in the UK, as well as internationally, is a sign of PRTG’s growing reputation as an indispensable monitoring solution.

“Growth continues to be fueled by a strong demand for managed services, for which Paessler now has a dedicated licensing programme. Customers are increasingly relying on third party experts to keep an eye on day-to-day activities within their IT infrastructure, allowing them to concentrate on their core areas. Added to this, we are seeing customers move away from competitive products to PRTG because they find their existing offerings too complex, and often too expensive.

“What is clear is that our Channel partners have been instrumental in our success. They accounted for 48 per cent of all sales of PRTG in the UK, a true sign that our Channel strategy is really paying off. The response to our new partner programme has been really positive, and increasing our channel marketing efforts is really starting to pay dividends.”



Rupert Collier, Senior Channel Manager UK & Ireland, Paessler AG

**About Paessler AG**

Paessler AG's award winning PRTG Network Monitor is a powerful, affordable and easy-to-use Unified Monitoring solution. It is a highly flexible and generic software tool for monitoring IT infrastructure, already in use at enterprises and organizations of all sizes and industries. Over 150,000 IT administrators in more than 170 countries rely on PRTG and gain peace of mind, confidence and convenience. Founded in 1997 and based in Nuremberg, Germany, Paessler AG remains a privately held company that is recognised as both a member of the Cisco Solution Partner Program and a VMware Technology Alliance Partner.

Learn more about Paessler and PRTG at [www.paessler.com](http://www.paessler.com).

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