

Paessler Continues North American Growth With Channel Success in 2016

WAKEFIELD, Mass. and NUREMBERG, Germany, February 14, 2017 – [Paessler AG](#), the innovative network monitoring specialist, announced its preliminary financial results today, reporting a 15 percent increase in North American sales in 2016, making it the largest sales region in the company, accounting for 34 percent of worldwide sales. The year was marked by expansion on all fronts, including a new headquarters building in Nuremberg, 30 new hires company-wide, and key additions in the U.S. that will bolster Paessler’s growing channel sales team.

Paessler’s growth continues to be driven by its investment in the channel, with reseller sales growing by 19 percent in 2016. The company added 45 new partners, hired additional staff in the U.S., and launched both a new Partner Marketing Toolbox and a training platform for partners to enhance their selling and technical knowledge. These key decisions have enabled the company to continue capitalizing on demand in the SMB market for PRTG Network Monitor, Paessler’s comprehensive network monitoring software that is relied on by more than 150,000 network administrators worldwide.

“After a successful year both globally and in North America, we fully expect to carry the momentum we achieved into 2017,” said Andrew Cutting, director of channel sales for North America, Paessler. “To sustain this rapid growth in the new year, we anticipate adding more qualified personnel, onboarding new strategic partners in addition to working closely with existing partners, enriching our channel sales and support programs, and continuing to develop our product to ensure it remains best in class.”

Paessler had many highlights over the course of 2016, including:

- Issuing a [global survey](#) of 650 administrators that highlighted the state of SMB IT
- Participating in [Interopnet](#) at Interop Las Vegas
- Andrew Cutting receiving CRN’s [Channel Chief](#) recognition

For more information on Paessler AG and PRTG Network Monitor, please visit www.paessler.com.

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 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 recognized 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.

Media Contact:

Adam Riglian
LEWIS Global Communications
T: +1 503-327-8960
adam.riglian@teamlewis.com