

Paessler appoints HAT Distribution as its exclusive distribution partner across Australia and New Zealand

Paessler selects new distribution partner to drive its entry into new markets and vertical sectors

Sydney, Australia – 28 January 2021 - IT monitoring experts, [Paessler](#) has appointed HAT Distribution as its exclusive distribution partner across Australia and New Zealand to help develop its partner ecosystem. This new partnership will ensure the availability, performance and security for the IT infrastructures of large enterprise clients across the region. The deal will also enable Paessler to move into new markets and sectors in what have increasingly become remote working environments with heightened risks due to the pandemic.

Paessler's PRTG Network Monitor is currently monitoring IT infrastructures, network performance and applications as well as cloud services or virtual environments for organisations across Australia and New Zealand. Using conventional monitoring methods and protocols, as well as a powerful API, PRTG Network Monitor has become one of the most common solutions for extensive IT monitoring.

Paessler is now targeting the enterprise sector and wants to tap into the vendor ecosystems of the region's industrial markets as it regards them as key growth opportunities for infrastructure monitoring.

"As well as the healthcare, government and financial services sectors we already work with, we continue to deepen our market engagement in sectors such as education, Managed Service Providers, datacentres and transportation as we see them as key growth sectors. We value partner enablement and this relationship will be instrumental in spearheading our strategic push into the enterprise with this approach," said Daniel Sultana, Asia Pacific Regional Director at Paessler AG.

Founded as a technology consulting firm, HAT Distribution has diversified in the past two years to offer IT solution management, providing expert advice on technology and IT services to drive results and improve the way its clients do business. HAT Distribution provides enhanced technical services to help Australian and New Zealand channel partners, more easily and cost effectively, deploy and maintain any PRTG monitoring system requirement across any industry and environment without any hassle.

"From simple client deployments to complex upgrades, our expert team works with all phases of our clients' technology life cycles such as planning, design and operational support of the right technologies and IT solutions. We are thrilled to have added PRTG Network Monitor to our strategic portfolio of IT solutions alongside RSA, Flowmon and Insys, because we are big fans of the product and have seen how effective it is. We will be helping Paessler to enter new verticals and to secure larger enterprise clients," says Albert Gammer, Managing Director at HAT Distribution.

HAT Distribution's services are underpinned by continuous improvement, creative solutions and the innovative use of business systems and technology, all geared to delivering its customers real commercial success.

"We want to make it easy for enterprises in Australia and New Zealand to keep their IT infrastructures available, performing well and secure," explains Daniel Sultana. "We found a partner that not only fits extremely well with Paessler's business ethos and culture, but whose talented team of technology experts completely understand what our solution can offer enterprises from a technical perspective in this region. We are looking forward to an extremely exciting and prosperous 2021 with HAT Distribution as our new distribution partner," Daniel Sultana added.

About Paessler AG

In 1997 Paessler revolutionized IT monitoring with the introduction of PRTG Network Monitor. Today over 300,000 IT administrators, in more than 170 countries, rely on PRTG to monitor their business-critical systems, devices and network infrastructures. PRTG monitors the entire IT infrastructure 24/7 and helps IT professionals to seamlessly solve problems before they impact users.

Our mission is to empower technical teams to manage their infrastructure, ensuring maximum productivity. We build lasting partnerships and integrative, holistic solutions to achieve this. Thinking beyond IT networks, Paessler is actively developing solutions to support digital transformation strategies and the Internet of Things.

Learn more about Paessler and PRTG at www.paessler.com. Photos of the spokespeople can be found on [Google Drive](#).

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