

Paessler Joins the Business Technology Association® As Vendor Associate Member

Membership will Allow Paessler to Actively Support Hundreds of BTA Member Companies in Office Technology Industry

Burlington, Mass. and Nuremberg, Germany (March 14th, 2013) – [Paessler AG](#), the innovative [network monitoring solutions](#) specialist, today announced it has joined [BTA](#) (Business Technology Association), an international non-for-profit association, as a Vendor Associate member. BTA membership will allow Paessler to provide firsthand information about its products and services, particularly its [PRTG Network Monitor](#) software, to many of the leading independent office technology companies in the United States.

BTA serves office technology dealerships, resellers, manufacturers, distributors and service companies. Its core members specialize in helping businesses maximize their investments in technology through top quality hardware, software and supplies, as well as consulting and support services.

As a Vendor Associate, Paessler will be in close contact with the BTA's dealer community. Working alongside the organization and its members will enable Paessler to optimize its well-proven network monitoring solution PRTG for the needs of the business equipment and systems industry. It will also have the opportunity to participate in BTA educational workshops, and take part in cross-marketing opportunities.

“BTA is a highly-respected, independent and vendor-neutral trade organization. As we move to expand our business among the U.S. office technology market—a new segment for us—BTA membership will be a huge advantage,” says Markus Brinsa, Paessler’s Executive Senior Vice President of North America. “In PRTG Network Monitor we have a network monitoring product that can help BTA dealers sell their existing office technology. We believe our offerings will be a win-win for BTA members.”

PRTG Network Monitor, Paessler’s flagship product, is currently used by over 150,000 IT administrators worldwide to monitor WANs, servers, multifunctional devices and printer, web sites, appliances, URLs, and much more. The award-winning product, priced to fit any budget, installs in just two minutes and provides comprehensive, 24/7 monitoring and SLA reporting, alerting users before problems even occur.

“BTA strives, in part, to connect its dealers members with vendors that bring them world-class business technology products and services,” notes Brent Hoskins, Executive Director, Business Technology Association. “We are very pleased to introduce Paessler, our newest Vendor Associate member, to our dealers members. I

know they will have a great deal of interest in Paessler's approach to network monitoring."

To learn more about PRTG Network Monitor, including how to receive a free trial download, go to www.paessler.com/prtg .

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 .

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Media Contact:

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