

Paessler Expands Channel Footprint In North America

Company increases channel headcount by 50 percent, updates marketing resources and training platform in first half of 2016

WAKEFIELD, Mass. And NUREMBERG, Germany, Aug. 2, 2016 – [Paessler AG](#), the innovative network monitoring specialist, today announced that it has expanded its channel footprint in North America and has launched both a revamped Partner Marketing Toolbox and a new training platform for partners to enhance their selling and technical knowledge. The expansion comes in response to the growth of PRTG Network Monitor in the North American market and highlights Paessler’s ongoing commitment to the success of its partners.

Paessler has expanded its headcount in North America by 50 percent, making key additions to both the channel sales, marketing, and support teams. The new team members will be able to capitalize on growing demand for PRTG Network Monitor, Paessler’s comprehensive network monitoring software that is relied on by more than 150,000 network administrators worldwide. North American channel sales have increased by 16 percent overall in the first half of 2016, with revenues increasing by 20 percent among Paessler’s largest partners.

In addition to the new hires, Paessler has made significant improvements to how they support partner marketing efforts with a new Partner Marketing Toolbox. Paessler has developed a robust suite of marketing resources including turn-key campaigns, content and educational resources designed to enable partners to accelerate growth and inform their customers through marketing. Paessler has also launched a new training platform for partners that will enhance their selling and technical capabilities, and offer certifications on PRTG.

“Our Paessler channel team has been the most responsive, easiest to work with, most accommodating, and invested for our success channel team we have ever worked with in the business IT space. They always make themselves available on extremely short notice to guide us and help drive to close the opportunities we bring to them. It truly has been a breath of fresh air,” said Keith Gill, Corporate Marketing Director, Avisolve. “As far as the product itself, I am convinced that it is by far the most usable, intuitive and powerful network monitoring platform on the market. Every customer and new prospect we have shown PRTG to are simply amazed at its functionality and ease of use. Paessler is certainly one of the best partnerships we at Avisolve decided to launch and cultivate. We are extremely happy as company on every front with Paessler so far.”

“From the beginning Paessler has been committed to its channel partners in North America, and with this expansion in both our team and our offerings to partners, we have reaffirmed our support,” said Andrew Cutting, Director of Channel Sales, North America, Paessler. “The first half of 2016 has been a tremendous success that came on the heels of a very productive 2015. With a larger channel organization and enhanced resources, the sky is the limit for the second half of 2016 and beyond.”

For more on PRTG, please visit www.paessler.com/prtg.

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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 vendor-neutral 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.

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