

## **International Industry Leader Expands North American Presence, Products and Features to Help Companies Keep Pace with Network Optimization Needs**

### **Paessler AG Builds Capacity to Meet Growing Demand for Network Monitoring Solutions**

**LOS ANGELES, CA and NUREMBERG, Germany (February 2nd 2010)** – Despite a global economic crisis that has spawned massive job losses in many parts of the world, Paessler AG, a leading provider of [network monitoring and performance optimization solutions](#), announced today that it has increased staff by 25 percent in order to meet rising demand for its award-winning networking monitoring solutions.

With revenue up by more than 30 percent, the company posted exceptional growth in 2009. Further expansion is expected this year, driven by growing demand among companies of all sizes for affordable, easy to use, efficient network monitoring tools. The rapid adoption of virtualization, Voice over Internet Protocol (VoIP) telephony and hosted solutions have increased the need for both companies and managed service providers to ensure dependability and quality of service for their ever-growing data needs.

“Companies today have become critically dependent on the reliability of their IT resources,” said Dirk Paessler, CEO of Paessler AG. “They’re paying more attention to the optimization of infrastructure. They want to get the best performance out of their existing resources and avoid overspending on upgrades, while at the same time preventing costly downtime and data transmission delays, which can directly affect their profitability.”

To help meet growing demand on a global scale, Paessler has expanded its North American presence with the addition of a General Manager to further develop the company’s strong position in the U.S. market and provide on-the-ground attention to customers in the U.S. and Canada. The addition of sales, support and marketing specialists will allow Paessler to provide quick, high-quality service for existing customers and assistance in growing its customer base around the world. Additional product development experts will keep the

company's products on the cutting edge with rapid integration of new in-demand features to meet customers' needs.

"Businesses of all sizes need effective tools to optimize mission-critical resources," Paessler said. "PRTG Network Monitor provides an exceptional solution to achieve this goal in an affordable package that delivers in an incredible return on investment."

More than 150,000 users have already discovered the flexibility, affordability and ease of use of PRTG Network Monitor. PRTG recently earned [accolades from Germany's Network Computing Magazine](#) in a head-to-head comparison against other solutions. In publishing the results, editors noted, "Monitoring suitable for Enterprise Networks does not have to be extremely expensive nor very complicated. Paessler provide, with their PRTG Network Monitor 7.2, a complete, highly scalable and user friendly product at a price one usually associates more with entry level software. However, our test showed that the price is deceptively cheap as, of all the products tested, PRTG Network Monitor 7.2 was in fact the most comprehensively equipped monitoring package and also the simplest to use."

For more information, visit <http://www.paessler.com/>.

**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 deliver peace of mind, confidence and convenience for businesses of all sizes – from Small Office/Home Office (SOHO) to large enterprises, including more than 70% of the Fortune 100 companies. Based in Nuremberg, Germany, Paessler's global reach includes more than 150,000 active installations of its products. Founded in 1997, Paessler AG remains a privately held company and is recognized as both a member of the Cisco Developer Network and a VMWare Technology Alliance Partner. For more information, visit [www.paessler.com](http://www.paessler.com).*

# # # # #

**MEDIA CONTACT:**

Megan Parker  
SSIPR  
847-415-9326  
[mparker@sspr.com](mailto:mparker@sspr.com)