

Paessler AG Expects Growth in Mobile Workforce, Distributed Corporate Operations to Drive Demand for Network Monitoring

Company Caps 2010 with Tremendous Growth and Expands North American Presence to Broaden Access to its Acclaimed PRTG Network Monitor to Help Companies Keep Pace with Network Optimization Needs

Los Angeles, CA and Nuremberg, Germany (Jan. 19, 2011)—To meet the rising demands of an ever-growing mobile workforce and distributed global corporations, Paessler AG, the innovative network monitoring solutions specialist, announced today that it will continue to expand its presence in North America and beyond in the wake of exceptional growth over the past year.

Driven by growing industry adoption of its highly acclaimed PRTG Network Monitor, Paessler worldwide sales jumped an estimated 60 percent in 2010 over the previous year. The U.S. remains the largest market for Paessler, followed by Germany and Great Britain, but CEO Dirk Paessler noted the company has seen a great deal of potential in markets like France, Russia and Asia. Due to increasing international demand, PRTG is now available in English, German, French, Spanish and Japanese, with other language versions in development.

“We’ve gained tremendous momentum over the past year, particularly in North America and Asia, and we continue to build capacity in order to meet market demands around the world,” said Paessler. “The success we’ve seen in just the past year is clear validation of the need for a flexible, affordable and easy-to-use network monitoring solution. Our PRTG Network Monitor has proven to be in a class all of its own.”

Scalability Meets Enterprise Demand

One of the key growth drivers has been the sheer size of new commercial PRTG installations: the number of deployments with 1,000 to 5,000 sensors rose by 50 percent buoyed by the new Cluster Feature rolled out in PRTG 8. This provides fail-safe monitoring for mid-size and enterprise deployments, alongside an upgraded web interface for added ease of use.

“Our expanding channel partnerships have been a key component in raising awareness and adoption of PRTG globally, with almost a third of total sales coming as a result of these valued partners,” said Ken Sanofsky, general manager for Paessler AG in the U.S., where channel sales have grown by 20 percent. “We look forward to expanding our channel program this year and working closely with new and existing partners to best serve our customers’ needs.”

Globalization, Mobilization Drive Need for Robust Monitoring

In the New Year, Paessler says he believes growing dependence on IT infrastructure and the trend toward increasingly complex, distributed local, virtual and cloud-based systems will continue to drive demand for a network monitoring system that is cost-effective and flexible.

“As organizations of all sizes become increasingly dependent on their IT infrastructure for mission-critical business services, network monitoring will become an even more important tool in reducing downtime and its economic impact and improving IT resource and expense planning,” Paessler said. “The monitoring system you choose must be fail safe and reliable, and PRTG has proven time and again that it is capable of delivering those qualities.”

PRTG 8 has already earned critical acclaim from leading independent IT experts including Frank Ohlhorst of ChannelTechCenter.com and Dave Harris at Dave.Harris.net. In a head-to-head competition against industry peers, PRTG was named the recommended network monitoring solution by the German IT magazine funkschau, reinforcing its position as the gold standard in the industry.

Paessler AG representatives will be on hand to provide live demos of the latest version of PRTG Network Monitor Jan. 30 – Feb. 3 at Booth E88 during Cisco Live 2011 at the London International Conference Center, and the company is gearing up for a strong presence at the Cisco Live 2011, U.S. event set for July 10-14 in Las Vegas.

To download a free trial version of the award-winning PRTG Network Monitor, or get more information, visit <http://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 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

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