

## Paessler AG Launches New Partner Program

**Combined Points and Discount System Provides Incentives for Resellers and Managed Service Providers; Industry-leading Network Monitoring/Testing Solutions Deliver Exceptional Results and Value to Customers**

LOS ANGELES, CA and NUREMBERG, Germany (March 24, 2010) – Paessler AG ([www.paessler.com](http://www.paessler.com)), a leading provider of [network monitoring](#) and performance optimization solutions, today announced the launch of its new partner program that provides a combined points and discount system that rewards registered resellers and system vendors for their work in promoting Paessler’s best-in-class networking monitoring solution, [PRTG Network Monitor](#).

Through the new program, partners can earn points to attain preferred status levels and earn progressively higher discounts on Paessler products. The program awards points not only on sales volume, but also on marketing performance, making it an attractive incentive even for smaller firms.

“With demand for our products increasing from customers, resellers and service providers, now is a great time to strengthen our relationship with partners around the world,” said Kenneth Sanofsky, Paessler’s U.S. general manager. “Our program is designed with simplicity and flexibility in mind, allowing us to cater to our partners on an individual basis.”

The new partnership program allows resellers, consultants and service providers to obtain Paessler products under special terms and conditions. Partners attain one of four status levels—standard, premium, gold and platinum—and earn progressively higher discount rates with each level achieved. Discounts are awarded retroactively in the form of a reimbursement, based on total sales and the highest status achieved, at the end of each calendar year.

### **Marketing and Sales Boost Status Level**

Paessler partners accumulate points based on sales volume, as well as through their efforts to implement specific promotional activities as defined in the partner program catalog. Examples include creating specific product web pages for Paessler solutions (5 points) and advertising Paessler products on the company website (5 points), as well as using advertisements, banners and webcasts and for uploading video tutorials on YouTube, etc.

Partners can also offer marketing suggestions, which are individually assessed by Paessler AG and awarded a corresponding number of points. No minimum number of points is required for standard partner status. Premium status requires 25 points, gold status requires 50, and platinum requires 100.

### **Other Benefits and Privileges**

In addition to graduated discounts, the Paessler partner program provides comprehensive support services, such as extensive marketing material already available for download on the Paessler website. At the premium level and above, partners may also be listed on the Paessler homepage, extending their marketing outreach efforts. Paessler also provides technical and sales training for its partners to ensure ongoing success and the highest level of technical proficiency possible with the products.

Participation in the Paessler program is absolutely free, and partners benefit from the ability to offer the company's affordable, easy-to-use, comprehensive network management, bandwidth monitoring, web server testing and load measurement tools to clients of all sizes and in virtually any market. Its flagship PRTG Network Monitor recently outperformed four other top competitors in a worldwide test conducted by [Network Computing Germany](#).

“The fact that our product is so easy to learn and use, provides a comprehensive monitoring feature set and delivers a strong cost/performance ratio makes it a favorite among small- to medium-sized companies,” Sanofsky said. “These benefits form the basis for numerous recommendations made by service providers and with our new program, we can now provide even more vigorous support to our partners.”

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).*

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