



## **Arbor Networks Chooses Exclusive Networks Group for Accelerated European Market Penetration**

*European 'SuperVAD' Targets Significant Reseller Sales Opportunities for Arbor's Availability Protection and DDoS Mitigation Solutions in Enterprise and Datacentre Operator Markets*

**PARIS, February 21, 2012** – European SuperVAD Exclusive Networks Group has been selected as pan-European distributor by Arbor Networks, Inc., a leading provider of security and network management solutions for next-generation datacentres and carrier networks. The increasing breadth of attack motivations and the growing availability of illegal botnets, distributed denial of service (DDoS) and other threats affecting the critical availability of datacentres, are escalating in volume, complexity and frequency. This is creating significant market opportunity for reseller partners equipped to address this challenge with the industry-leading Arbor Pravail™ Availability Protection System (APS).

“Arbor is the clear market leader in DDoS mitigation with the Peakflow® SP platform, and with the new Pravail APS product they are bringing their decade of service provider experience to the enterprise datacentre,” said Barrie Desmond, Director of Marketing and Global Accounts at Exclusive Networks Group. “Pravail focuses on the issue of availability, and supplements firewall and IPS products that are concerned with integrity and confidentiality of the network. Enterprises realise that everything starts with availability, and that is at the heart of the reseller opportunity.”

Exclusive Networks Group's country-specific businesses in Austria, Belgium, Finland, France, Germany, Italy, the Netherlands, Norway, Sweden and UK/Ireland are each committed to being the 'market accelerator' for Arbor in their respective territories, targeting new resellers and aggressive sales revenues. Arbor benefits from this unique 'One Contact: Many Connections' delivery model which is consistent in proposition, sustainable and able to scale at a single-touch.

“To meet our potential in the European enterprise markets, we've found a leading distribution partner with the reach, volumes and back office of a broadliner, but with no compromises to the value and services found in a specialist VAD. Exclusive Networks Group has the influence and relationships throughout their organisation that opens doors and accelerates growth, along with an excellent reputation in every national market,” said Jeremy Nicholls, Europe channel director, Arbor Networks. “We know what a great technology we have, and how well this confronts enterprise datacentre challenges at exactly the time they need them the most. We are very excited about what we can accomplish together.”

## **About Exclusive Networks Group**

Exclusive Networks Group connects emerging and growing global technology vendors to pan-European markets through its 'Super VAD' - value-added distribution model. Exclusive Networks Group specialises in security, networking, infrastructure, and storage solutions for the 'Smarter Social Enterprise' and trades with circa 5,000 reseller partners.

Operated as a tightly integrated group of nationally-focussed, independent, and entrepreneurially-led business units, Exclusive Networks Group has become renowned for bringing innovative and disruptive technologies to the European marketplace. Since 2003 it has achieved significant growth and shared commercial success by providing accelerated go-to-market momentum for its vendor, integrator, VAR and service provider partners through consultancy, engineering, sales, marketing, training and technical support services.

Headquartered in France, Exclusive Networks Group is present in over 13 other countries including UK, Germany, Italy, Austria, the Netherlands, Belgium, Spain, Portugal, Sweden, Norway, and Finland and across Francophone Africa.

## **About Arbor Networks**

Arbor Networks, Inc. is a leading provider of network security and management solutions for next-generation data centers and carrier networks, including the vast majority of the world's Internet service providers and many of the largest enterprise networks in use today. Arbor's proven network security and management solutions help grow and protect customer networks, businesses and brands. Through its unparalleled, privileged relationships with worldwide service providers and global network operators, Arbor provides unequalled insight into and perspective on Internet security and traffic trends via the Active Threat Level Analysis System (ATLAS). Representing a unique collaborative effort with 100+ network operators across the globe, ATLAS enables the sharing of real-time security, traffic and routing information that informs numerous business decisions.

For technical insight into the latest security threats and Internet traffic trends, please visit our website at [www.arbornetworks.com](http://www.arbornetworks.com) and our blog at [www.asert.arbor.net](http://www.asert.arbor.net).

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