



**FOR IMMEDIATE RELEASE**

## **Array Networks Unveils Total Value Partner Program**

*Array Total Value provides an immediate path to revenue for VARs and solution providers in the areas of application delivery, application acceleration, SSL VPN and secure application access*

**MILPITAS, CA – March 22, 2011** – [Array Networks Inc.](#), (TWO: 3664) a global leader in optimized application access, security and delivery, today announced the Array Total Value partner program designed to drive new business opportunities and increased profits for value-added resellers, solution providers and systems integrators selling application delivery, application acceleration, SSL VPN and secure access products. Providing a comprehensive suite of products, services, resources and incentives, Array Total Value helps partners uncover opportunities, deploy profitable solutions and develop expertise necessary for capitalizing on growing momentum in high-margin markets including secure application delivery, data center virtualization and cloud services.

Arriving on the heels of Array's recent [APV 600 Series](#) application delivery controller launch, Array Total Value is ideal for partners serving small to large enterprise customers with a focus on financial services, healthcare and technology. Armed with live prospects, best-in-class products and leading-edge expertise, partners can quickly grow new business and drive incremental revenue by providing essential services such as consulting, installation, training and local support, hardware and software integration, and industry-specific expertise. Array Total Value partners also receive valuable incentives aimed at maximizing margins including low cost demonstration units, joint promotional opportunities and participation in both initial and renewal support revenue.

"Array Networks is a proven and trusted technology partner that helps us deliver scalable and reliable solutions to our customers," said Grigoriy Mills, CTO at Richard Fleischmann & Associates. "A responsive engineering team and proactive sales staff ensure each and every Array installation works as advertised and delivers superior business value. With the introduction of Array Total Value, we have gained an even stronger foundation for generating new business, increasing margins and accelerating time-to-revenue."

With the Array Total Value partner program, VARs and solution providers receive enhanced training, deal registration, market development funds and qualified sales leads. Training includes product, technical and sales-oriented curriculum, reinforced by 24x7 pre- and post-sales support for assisting customers in successfully transitioning to next-generation application delivery solutions.

“Array Networks is dedicated to providing our partners with a program that offers the most competitive products and services, the highest caliber support and the best resources and incentives,” said Rich Siegel, director of business development at Array Networks. “Leveraging experience gained at over 5000 enterprise customers, Array Total Value reconfirms our commitment to our channel partners and enables them to better support their customers’ application delivery, application acceleration, SSL VPN and secure access requirements.”

To learn more, contact [rsiegel@arraynetworks.net](mailto:rsiegel@arraynetworks.net) or visit: <http://www.arraynetworks.net/partners-overview.html>.

### **About Array Networks**

Array Networks Inc. is a global leader in enterprise secure application delivery and universal access solutions for the rapidly growing SSL VPN and application delivery controller (ADC) markets. More than 5,000 customers worldwide – including enterprises, service providers, government and vertical organizations in healthcare, finance, insurance and education – rely on Array to provide anytime, anywhere secure and optimized application access. Industry leaders including Deloitte, Red Herring, Gartner, and Frost and Sullivan have recognized Array as a market and technology leader.

### **About Richard Fleischman and Associates**

Established in 1990 and headquartered in New York, NY, Richard Fleischman & Associates is a trusted technology advisor to over 400+ firms specializing Hedge Funds PE, Broker Dealers and other more traditional alternative asset firms, offering both turnkey IT solutions and on-site and remote monitoring staffed 24/7/365. As a full-service technology-outsourcing provider, RFA delivers expert service by its team of more than 150 expert IT consultants. RFA is headquartered in NYC and maintains a SAS 70 level II data center in Purchase, NY, providing fully equipped office and trading desk space, disaster recovery and business continuity services.

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