



Array Networks Extends its Total Value Channel Program to Tier II Application Vendors

Tier II application vendors Tashee Infosystem, Conventus Technologies and Mediaware Infotech among the first to benefit from the program

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Array Networks Inc., a global leader in application delivery networking, today announced that it is extending its Total Value Channel Program to tier II application vendors. The new comprehensive partner program enables select partners to drive new business opportunities and increased profits selling application, desktop and cloud service delivery products and solutions. Tier II partners including Tashee Infosystem, Conventus Technologies and Mediaware Infotech are among the first to benefit, having already gained more orders through the program.

Array Networks' [Total Value Channel Program](#) educates partners and enhances their ability to sell Array Networks products and solutions by encouraging them to bundle ADC solutions with their current offering in the application space. The program has helped partners in up selling to existing customers, providing an effective solution for application performance enhancement and improving the total revenue generated per customer. The training program educates partners in the following ways:

- Basics of application performance enhancement using ADC technologies
- Configuration of SLB for applications
- Performance optimization
- Security and WebWall security for applications
- [SSL Acceleration](#)
- Application high availability

There are two membership levels available to authorized partners: Authorized and Premium. Both partnership levels receive extensive training and sales support. Premium partners receive increased margins relative to an increased partner commitment. Along with other marketing and sales support resources, partners also benefit from the following:

- Advanced sales and technical training
- Private access to product and technical information
- Right to use the Array Networks logo and official branding
- Exclusive lead sharing
- Joint marketing events
- Partner newsletter

*“After successfully educating the partners in the west, we started to extend the Total Value Channel Program in few of our tier II cities,” said **Shibu Paul, National Sales Manager – India at Array Networks.** “With the huge acceptance rate, we are now planning to extend the same in PAN India. In addition to providing a complete understanding of Array Networks’ [ADC solutions](#), the training program provides additional marketing and sales support. We are confident that our program will help our partners gain knowledge and grow profitably.”*

*“The Total Value Channel Program gives us an extra edge in understanding and further offering a complete solution to our customers, which helps us to be a one point contact for major services,” said **Amit Kulkarni, Regional Manager at Tashee Infosystems.** “We appreciate that Array Networks has taken the necessary steps to reach out and educate us thoroughly. We look forward to continued support from Array Networks now and in the future.”*

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About Array Networks

Array Networks is a global leader in application, desktop and cloud service delivery with over 5000 worldwide customer deployments. Powered by award-winning SpeedCore™ software, Array [application delivery networking](#) solutions are recognized by leading enterprise, service provider and public sector organizations for unmatched performance and total value of ownership. Array is headquartered in Silicon Valley, is backed by over 300 employees worldwide and is a profitable company with strong investors, management and revenue growth. Poised to capitalize on explosive growth in the areas of mobile and cloud computing, analysts and thought leaders including Deloitte, Red Herring and Frost & Sullivan have recognized Array Networks for its technical innovation, operational excellence and market opportunity. To learn more, visit :

Website: www.arraynetworks.com

Resources: <http://www.arraynetworks.com/resources.html>