Arastra Announces Channel Partner Program

5/20/2008

Grapevine, TX, May 20th, 2008 – Today at the IT ChannelVision event in Grapevine, Texas, Arastra announced the A-List Channel Partner Program targeted at Resellers and Systems Integrators. Designed for simplicity and ease of doing business, the A-List Program focuses on revenue growth and profitability for Arastra Partners.

“The Arastra Partner Program was created to enable partners to effectively address the fast growing 10 Gigabit Ethernet data center and HPC markets”, said Mark Foss, Director of Marketing at Arastra.

Offering two levels, the Arastra Partner Program rewards partners with higher levels of certification and support while recognizing existing investments in industry certifications. Both levels require a “value-add” face-to-face selling model which means fewer partners and no on-line only retailers setting street price expectations.

“We are constantly on the lookout for technology vendors that meet our criteria for leadership and value.” said Tim Roberts, President of Massachusetts based Blue Core Networks. “The technical vision of Arastra engineering combined with the A-List Program will help us address many new opportunities here in Massachusetts.”

The Arastra Partner Program also includes on-line certification training, additional discounts off demo equipment and profitability protection to allow partners to effectively focus on the high growth 10 Gigabit Ethernet market.

“Demand for server attached 10 Gigabit Ethernet is really beginning to take off” added Roberts. “We are very pleased to offer our customers a best-in-class solution from Arastra.”

Arastra products are available today to U.S. based partners.

About Arastra, Inc.
Arastra, based in Menlo Park, California, was founded in 2004 to design, develop and deliver a new class of integrated hardware and software network solutions that address the scalability, performance and reliability requirements of large scale data centers. For more information, please visit www.arastra.com or contact Arastra at info@arastra.com or 650-462-5000.