NEWS RELEASE

# Arista Networks Launches New EMEA Partner Programme

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The Ampito Group, Quanza and Xantaro named as first Elite Partners

London, UK - November 13, 2012 -Arista Networks today announced the launch of its new EMEA channel programme – the Arista Networks A-Plus Partner Programme. Building upon its existing US initiative, Arista's new EMEA programme has been designed to engage and reward partners who drive demand for Arista's solutions and who bring value-add services to the market.

The Arista A-Plus Partner Programme features three partner level distinctions – Registered, Authorised and Elite – which reflect partner commitment and investment in selling Arista's best in class solutions. Both the Authorised and Elite Partner levels will benefit from extensive training in Arista's solutions as well as access to sales and marketing collateral and support.

"With the EMEA LAN switching market experiencing the change from 1GbE to 10GbE, there has never been a more exciting time to foster relationships with capable partners who have expertise in the market," said Dave Watkins, Regional Sales Director EMEA at Arista Networks. "Our new EMEA programme cements our commitment to the channel, our sole route to market in the region, and provides the foundations to enable our partners to grow with us. We have designed the programme with both our partners and customers in mind, providing a solid framework that attracts a select number of specialist partners to better serve our end users."

First Elite Partners Named

The Ampito Group has been a valued partner of Arista's for the past five years, specialising in a number of key sectors. Consisting of distinct and separate business units all with their own specific resources, systems and personnel, the group has just completed its formal accreditation with Arista through the new EMEA partner programme and is named as one of Arista's first Elite partners in the UK.

Appcelerate and Vanix, are leading solution providers within the Ampito Group, and have achieved Elite status having deployed a number of solutions from managed service through to Cloud into a number of key verticals including Financial, Gaming, Media, HPC and Virtualisation utilising Arista architecture.

"We continue to see great demand for Arista's solutions as customers seek best-of-breed solutions that offer the highest performance and the lowest total cost of ownership," said Manny Pinon, Chief Executive at The Ampito Group. "As an established player in the EMEA market, Arista's new programme will better enable us to serve our growing customer base whilst growing our business."

In addition, Arista has announced that Quanza Engineering BV has been named as an Elite Partner. The company is based in the Netherlands and has been an existing Arista partner for four years.

Frans ter Borg, General Manager, Quanza said: "We are very pleased to be named as one of Arista's First Elite Partners. This accolade demonstrates the strength of our relationship with Arista, as well as the knowledge and expertise of our employees at Quanza in working with and advising on Arista's products." Finally, Xantaro has been named as Arista's first Elite Partner in Germany. The company has been an official partner of Arista Networks since June 2010 and delivered the first implementations of the terabit data centre switches in Germany."Xantaro is focussed on providing technology advancements that bring benefit to its customers. Arista's products complement our offering by delivering perse advantages such as low latency and high port density, offering unparalleled potential to our expanding customer base," said Wolfgang Alzer, Managing Director at Xantaro Deutschland. "Arista's new partner programme will assist customers in finding a qualified partner for the deployment of its innovative solutions. We are pleased to be named as Arista's first German Elite Partner and perceive it as recognition of our extensive technology expertise in our field."

Arista A-Plus Partner Programme benefits
The new programme will bring a series of new benefits to help assist Arista's channel partners including deal registration, technical training forums, joint marketing activities, partner portal access and competitive incentives and rewards.

For full details on the Arista Partner Programme, or to apply to become a channel partner, please see:
**https://www.arista.com/en/partner**

About Arista

Arista Networks was founded to deliver software defined cloud networking solutions for large data center and computing environments. Arista's award-winning best-of-breed 10 Gigabit Ethernet switches redefine scalability, robustness, and price–performance. At the core of Arista's platform is **EOS**, the world's most advanced network operating system. Arista Networks products are available worldwide through distribution partners, systems integrators and resellers.

Additional information and resources on today's announcement can be found at: https://www.arista.com

Arista media contacts (EMEA):
Lisa Elliott
Arista Networks
+44 7769 908968

Jacqueline Booker / Mike Marquiss<
Johnson King +44 (0)20 7401 7968
**AristaNetworks@johnsonking.co.uk**