



Avenda Systems Announces New Partner Alliance Program for Network and Security Resellers

Proven NAC solution offers technology differentiation and new channel revenue opportunities

Santa Clara, Calif. – Sept. 9, 2009 – Avenda Systems, the innovator in identity-aware network security, announced a new program and incentives that provide resellers with unique revenue opportunities. As program members, channel resellers gain the ability to offer customers an easy-to-use and affordable identity and network access control (NAC) solution. Avenda's eTIPS platform combines a robust, identity-aware policy engine for differentiated access with multi-platform (Windows, Linux, or Mac) endpoint health checking into a single product offering.

For organizations frustrated with the complexities and lack of flexibility of other NAC solutions, Avenda has created a simple, intuitive interface with deployment and troubleshooting tools designed to overcome the difficulties experienced with implementing network access security.

"We see that resellers and integrators with a solid understanding of network security and general networking solutions are looking for a robust identity-based NAC solution," said Ron DiBiase, VP of Sales at Avenda. "When you include complementary product and support services that Avenda is offering in its Partner Alliance Program, channel partners can build new revenue streams in a market that is hungry for a new, innovative technology."

Advantages for new Avenda Partner Alliance Program partners or resellers currently selling a competing NAC solution, including in markets such as healthcare, education, financial services, medium-large enterprise and government, include:

Avenda's product differentiation

- Works with all leading networking and endpoint products to avoid vendor lock in
- Identity-aware model – works with multiple identity attributes at once, unique for a NAC product
- Easiest to deploy – intuitive interface and deployment tools, templates and web 2.0 GUI
- Attractive price points – setting new bar for value in the market segment

Avenda's Partner Alliance Program differentiation

- Partners have a "semi-exclusive" position in territories that are crowded with Cisco and Juniper resellers
- Aggressive trade-in programs for legacy, installed products

"We looked for a company where NAC is a core product and not just a feature," said Perry Dearaway, VP of Sales at partner Verge Technologies. "Our customers have waited for a NAC solution that really works and we feel confident we're on track with Avenda based on our current customer engagements."

Program Components

Avenda Alliance partners can take advantage of the following benefits:

- Marketing support – website, sales material, events, PR
- Support for sales calls
- Training for key systems engineers
- Product discounts
- Free software evaluation copies
- Discounts on evaluation hardware
- Deal registration with variable discount levels

The eTIPS solution is comprised of a hardened network appliance, a flexible policy platform, and agent and agentless scans. It is the only access control solution that centrally manages policies across access methods and frameworks, operating systems, managed and unmanaged endpoints, and existing identity stores. eTIPS delivers a single platform for the channel that includes built-in AAA, network access control, and policy reporting components. It provides easy administration, including a Web 2.0 interface with 3-Click Help-desk navigation, web and 802.1x authentication and authorization methods, and works with all network infrastructure, identity stores and endpoints.

About Avenda

Avenda Systems introduced the industry's first multi-function platform for network access security that breaks through past deployment barriers – complexity, compatibility, compliance and cost. Avenda's flagship eTIPS solution is a scalable AAA platform that utilizes identity-based policies for access control, endpoint health and device authorization for wired, wireless and VPN networks in multi-vendor environments. Further information: www.avendasys.com

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