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## Focus on WAN optimisation technology

### Sharptext to distribute Expand Networks technology

Deals Done | 19 Sep 2008 : Pictured: Targus sales director Sean O'Brien, left, presenting Sharptext MD Paul White with this year's ICT distributor of the Year award

Expand Networks, a specialist in application acceleration over wide area networks, has named Sharptext as a distributor in Ireland. The partnership sees Sharptext offering Expand's WAN Optimisation technology to its growing customer base.

Sharptext's Peter Alexander noted that Broadband penetration in Ireland was very much focused on the metropolitan



network. He said infrastructure was being built only slowly, which meant the high demand for bandwidth was driving up costs. "By partnering with Expand, we are equipping our resellers to enable customers to protect their costly WAN investments. In addition, with virtualisation and consolidation projects now becoming commonplace across Ireland, WAN optimisation is proving critical to their success."

Alexander said: "Expand's proposition was particularly compelling for us due to the sheer volume of functionality their technology has." He added: "With Expand on board, we are now able to combine a number of technologies to offer a full solution for our resellers."

Expand's Geoff Bradley said his firm's technologies and services "are fast proving to be second-to-none, as more companies turn to our flexible and cost-saving option to resolve complex WAN application performance issues."

Sharptext was recently named Ireland's ICT distributor of the Year 2008. IT research firm Gartner has positioned Expand Networks among the leaders of its Magic Quadrant for WAN Optimisation Controllers, 2007.

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