

SanRad's iPartner Program

Submitted by: ITGS PR (UK)

Thursday, 2 September 2004

SAN FRANCISCO, Calif., September 2nd, 2004 – SANRAD Incorporated, a leader in developing and delivering intelligent iSCSI IP SAN solutions, today announced that it has signed more than 60 resellers to its groundbreaking iPartner program for the U.S., Canadian and European markets since its announcement in February. The iPartner program supports and expands relationships between SANRAD and an elite group of highly qualified channel partners who are dedicated to delivering exceptional storage, network and application solutions to their customers.

“The immediate success of SANRAD’s iPartner program is quite simply overwhelming,” said Jordan Groves, SANRAD Channel Sales Manager. “To have so many well-qualified resellers partnering with us to deliver IP SAN solutions is a testament to the quality of SANRAD’s V-Switch solution and a reflection on the appetite of a hungry customer base looking for all-in-one iSCSI storage networking.”

SANRAD’s iPartner program includes user education and training seminars, user needs assessment and solution design certification, support and maintenance programs. Resellers chosen to be part of the iPartner program are recognized as leaders in the new IP SAN market and are regarded as the suppliers of choice by their customers.

“As more and more companies are hearing about the benefits of IP SANs, they are coming to us asking to find them the best solution for their organization’s IT environment,” said Ron Jefferson, Managing Director of Hawke Systems. “By joining SANRAD’s iPartner program, we are assured that we have access to the latest solutions available and the service and support of the entire SANRAD team to ensure our customers’ happiness.”

“While other vendors may offer reseller programs, only SANRAD does what it takes to make us feel like we are truly partners,” said Mark McGarry, President of Virtustor. “With the iPartner program training and education opportunities, we are privy to the ins and outs of SANRAD’s V-Switch solutions, making us experts at answering our clients’ questions thoroughly and completely. This expertise helps us stand out from our competition.”

“SANRAD’s iPartner program not only gives us insight into how to best position the V-Switch for installation to our clients’ networks but it also allows us to have an overall understanding of how to best position the installation of a complete IP SAN solution,” said Bill Hammett, Account Manager at Synegi. “The value of being a member of the iPartner program comes not only from increased sales of SANRAD’s V-Switch itself, but from the sales leads of other components our clients need to complete their overall solution.”

SANRAD is continuing to aggressively recruit highly qualified and specialized storage networking VARs throughout the world. Those interested in applying for the SANRAD iPartner Program can do so by visiting the company’s website at <http://www.sanrad.com> or by calling 866-301-8155 for the Americas, 972-3-767-4800 for EMEA or sending an email to iPartner@sanrad.com.

About SANRAD

SANRAD is the leader in IP Storage Networking, enabling hundreds of organizations worldwide to effectively access, share and manage storage across standard Ethernet environments. SANRAD delivers a new dimension in the continuity and simple management of vital business information by coupling standard IP connectivity with network-based storage services to create IP-based Storage Area Networks. SANRAD IP SANs enable full data availability, effective resource provisioning and complete data protection with excellent price/performance. SANRAD's U.S. sales, marketing and support offices are located in Silicon Valley/San Francisco Bay Area, Calif., with research and development and international sales offices in Tel Aviv, Israel. SANRAD is backed by leading venture capital firm Sequoia Capital and is a member of the RAD Group, a family of more than 20 independent companies that together make up one of the largest multi-national revenue producers in networking.