

Cloud Distribution Partners With Peplink

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Cloud Distribution to distribute Peplink's range of VPN bonding and Internet load balancing solutions in the UK

Reading, UK, 1st August 2012 - Value Added Distributor, Cloud Distribution, announced today that it has been appointed by Peplink, the leading provider of VPN bonding and Internet load balancing solutions, to distribute Peplink's full range of solutions via its Value Added Reseller network in the UK. Focused on growing its presence and reach in the UK, Peplink also recently announced the launch of its UK operation with the opening of its first office based in Windsor.

Peplink's Balance Multi-WAN Routers and Access Points have been deployed around the world, helping thousands of customers from varied industries to increase bandwidth, enhance Internet reliability, and reduce costs. The portfolio includes solutions that allow organisations to easily connect low-cost DSL, cable, 3G/4G/LTE and satellite Internet links to an existing network to create a reliable link at a fraction of the cost of MPLS or leased lines.

Greg Harris, joint founder of Cloud Distribution comments on the new appointment: "Today, connectivity is king. In an environment where organisations are increasingly moving everything into the Cloud, you have to have the right connections, you have to have failover and as employees become more remote from data and applications, you need to have robust access. We see this partnership with Peplink as a great opportunity for resellers already working with Cloud solutions to expand their portfolio. At the same time we see this as an opportunity outside of our reseller base to take Peplink to a far wider audience."

Organisations of all shapes and sizes need Internet and WAN access and the loss of connectivity can stop many businesses in their tracks. Peplink allows the widest variety of connectivity to form either a resilient primary link or as a backup circuit in the event of an outage. Additionally the entire process is transparent to the network and at an exceptionally low cost. The support of the SpeedFusion bonding VPN across the Peplink Balance and Max product lines provides a scalable solution to many use cases either fixed or mobile.

Andy Harris, UK Country Manager, Peplink, comments on the Cloud Distribution partnership: "We have been impressed by the attitude, culture and approach of Cloud Distribution in helping to take our solutions to market in the UK. The company is positive and focused, and with Cloud Distribution's current portfolio of complementary products we can see that it will be easy to add our solutions for Cloud's existing reseller base to take to market which is very attractive to us."

Lanz Ltd, provider of IT solutions to business, is currently a reseller of Peplink. The company chose to add Peplink to its portfolio after scanning Cloud Distribution's offerings and recognising the company as a progressive distributor and provider of niche products to create solutions for problems unaddressed by competitors. Operations Manager at Lanz Ltd, David O'Rourke, comments on its decision to work with Cloud Distribution and add Peplink to its portfolio of products:

“The flexibility of the range that Peplink offers is incredibly good value compared to similar products on the market and we are actively suggesting these to our clients as the technology helps greatly with the profit margins for the company. Our engineers particularly boast about Peplink’s “drop-in” mode facility because it means that we don’t need to make changes in our current infrastructure and by using this feature we can have public IPs, VPNs and other traffic terminating at inside devices. So far every client we have installed a Peplink solution with has been extremely happy with the results and long may we continue to satisfy the market with this unique offering.”

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About Cloud Distribution

Cloud Distribution is a Value Added Distributor focusing on the security, management and optimisation of devices which access the Cloud. Cloud computing is a paradigm of computing in which dynamically scalable and often virtualised resources are provided as a service over the Internet. Users need not have knowledge of, expertise in, or control over the technology infrastructure in the ‘Cloud’ that supports them.

The company was founded by senior executives with a wealth of experience in the security and optimisation space. Its philosophy is to take innovative, leading-edge vendors into the UK market by recruiting and partnering with innovative, pioneering security, management and optimisation partners.

About Peplink

Peplink is the leader in Internet load balancing and VPN bonding solutions. Peplink Balance Multi-WAN Routers have been deployed around the world, helping thousands of customers from varied industries to increase bandwidth, enhance Internet reliability, and reduce costs. Our complete product line includes models for business of all sizes, and provides an award winning Internet experience for customers. Peplink operates globally with offices in North America, Europe, the Middle East, and Asia. Our solutions are sold and supported by distributors, system integrators, and strategic partners worldwide.

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