

ipoque Signs headtechnology GmbH as Key Distributor for DPI Solutions in Poland and Bulgaria

Press Release

headtechnology and ipoque extend their partnership – special focus on distribution of Internet traffic management solutions to educational sector

Leipzig/Ludwigsburg, January 26, 2010 – ipoque, the leading European provider of Internet traffic management solutions, extends its successful cooperation with headtechnology GmbH, a value-added distributor specialized in IT security, and assigns the company for the distribution of ipoque's product lines in Poland and Bulgaria. The emphasis of headtechnology's activities will be on selling ipoque's deep packet inspection solutions for Internet traffic management especially to educational institutions.

Harry Zorn, CEO of headtechnology, comments on this special focus: "ipoque is the market leader in the educational sector in Germany and a specialist in dealing with the particular challenges of network environments at universities. We know that their traffic management solution has been successfully deployed in numerous university networks and that the ipoque team always keeps up with the latest trends."

Oliver Desch, Vice President Sales of ipoque, trusts the expertise of the headtechnology team: "headtechnology has sound experience in the area of security and is familiar with the Eastern European market. They know the region and the requirements of the customers in these highly dynamic and fast-growing countries. We are happy to have them on board."

ipoque and headtechnology started their partnership in 2009 with a distribution agreement for the Baltics. The stated aim of the partners is now to extend their cooperation and the market for Internet traffic management throughout Eastern Europe, a region where this technology is in high demand due to the fast-growing data rates.

Focus on the Educational Sector

The focus on the educational sector was a carefully considered decision: Especially universities have very particular requirements when it comes to managing the traffic in their internal networks. Scientists for example often rely on a fast Internet connection for their research projects, while students might use the Internet for large file downloads, gaming and video streaming, too. When they share one and the same Internet connection – as is usually the case – there might be a collision of interests. Furthermore, the universities are responsible for what happens in their networks. If their users download illegal content, universities could become liable for this. With these conditions in mind, headtechnology and ipoque designed the strategy for Poland and Bulgaria.

Efficient Management of Network Traffic

ipoque's PRX Traffic Manager – the core product of ipoque's portfolio – offers network operators (fixed line and mobile) a comprehensive and cost-effective bandwidth management solution enabling them to monitor and control network traffic per application and per subscriber. The solution makes the network activities

more transparent and is able to prioritize, shape and optimize classified traffic. PRX Traffic Manager helps institutions of all sectors to keep up with the challenges of growing Internet traffic in their networks. headtechnology offers all PRX Traffic Manager models from the small PRX-20, with 40 Mbit/s performance, to the carrier-grade PRX-10G with proven 75Gbit/s performance.

About ipoque

Founded in Leipzig, Germany, ipoque is the leading European provider of deep packet inspection (DPI) solutions for Internet traffic management and analysis. Designed for Internet service providers, enterprises and educational institutions, ipoque's PRX Traffic Manager allows to effectively monitor, shape and optimize network applications. These include the most critical and hard-to-detect protocols used for peer-to-peer file sharing (P2P), instant messaging (IM), Voice over IP (VoIP), tunneling and media streaming, but also many legacy applications. For further information see www.ipoque.com.

About headtechnology GmbH

headtechnology is an IT security distributor, offering a wide range of best-of-breed technology products. headtechnology's portfolio contains various innovative IT solutions for client security, for network security, and for gateway security from about two dozen vendors. headtechnology's portfolio includes some of the biggest names in IT security. With their current vendor partnerships, resellers and systems integrators can source every critical IT security function directly from headtechnology - anti-virus, anti-spam, firewalls, intrusion detection and prevention, data privacy, authentication, content control, SSL VPNs, WAN optimization, content filtering, web security, application delivery, email security, data encryption, monitoring/surveillance, and others. headtechnology, founded 2000 in Ludwigsburg is led by its founder and CEO Harry Zorn. Today, over 70 specialists in 9 countries are managing the pains and needs of customers and partners. A network of 14 branch offices is covering a large part of Central- and Eastern Europe while reaching into Asia and beyond.

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