

## WICK HILL APPOINTED AS SILVER PEAK DISTRIBUTOR FOR THE UK AND CENTRAL EUROPE

*Wick Hill expands channel opportunities with data centre class WAN optimisation*

**Wick Hill release: Woking, Surrey: 17<sup>th</sup> January, 2012** –Wick Hill today announced that it has been appointed by Silver Peak Systems as a value added distributor (VAD) in the United Kingdom (UK), Germany, Austria, and Switzerland, and will offer the company’s full range of physical and virtual wide area network (WAN) optimisation appliances. This is a strategic partnership for Wick Hill as the company continues its expansion strategy, targeting areas with high-growth potential for value added resellers (VARs).

By adding Silver Peak’s data centre class WAN optimisation solutions to its growing portfolio, Wick Hill enables enterprises of all sizes to quickly and easily optimise their network while lowering ongoing telecommunications and infrastructure costs. Silver Peak WAN optimisation is a proven enabler of key business initiatives such as cloud computing, data centre consolidation, disaster recovery, and unified communications.

“Continuing growth in data volumes and the need to access data anywhere puts major pressure on the underlying network infrastructure,” said Ian Kilpatrick, chairman of Wick Hill Group. “Adopters of critical IT initiatives such as cloud computing and virtualisation are quickly becoming aware of, or are already experiencing, performance problems for data access and data transfers, but they require proper tools to address these challenges cost-effectively.”

“Silver Peak fills this gap,” added Kilpatrick. “By enabling organisations to move large amounts of data in short periods of time over existing WAN infrastructures, the company ensures all voice, video, data, and storage traffic performs to its full potential. This presents an enormous opportunity for Wick Hill partners, offering excellent growth and margin prospects, and makes Silver Peak a strategic part of Wick Hill’s existing expansion strategy.”

Silver Peak uses real-time network optimisation techniques to maximise available WAN bandwidth while overcoming common distance and quality challenges that adversely impact application performance over a WAN. Silver Peak is the only vendor to offer both virtual and physical WAN optimisation appliances that scale from small offices to the largest data centres, making it the most scalable and cost effective solution in the industry. The company’s unique ability to optimise all IP traffic ensures that Silver Peak delivers the best return-on-investment (ROI) for WAN optimisation.

“Silver Peak’s breadth of physical and virtual appliances provide an enormous channel opportunity, enabling organisations to deploy WAN optimisation anywhere and on any platform to maximise network efficiency, while minimising IT costs,” added Mike Betz, vice president of Europe, Middle East, and Africa (EMEA) for Silver Peak. “We are excited to be working with Wick Hill to address the WAN optimisation opportunity both in the UK and Central European markets, further cementing Silver Peak’s presence in EMEA.”

### **About Wick Hill**

Established in 1976, value added distributor Wick Hill specialises in secure IP infrastructure solutions and convergence. The company sources and delivers best-of-breed, easy-to-use solutions through its channel partners, with a portfolio that covers security, performance, access, networking, convergence and hosted solutions.

Wick Hill is part of the Wick Hill Group, based in Woking, Surrey with sister offices in Hamburg. Wick Hill is particularly focused on providing a wide range of value added support for its channel partners. This includes a strong lead generation and conversion programme, technical and consultancy support for reseller partners in every stage of the sales process, and extensive training facilities.

### **About Silver Peak Systems, Inc.**

Silver Peak is the leader in data centre class WAN optimisation appliances that maximise WAN performance while minimising WAN costs. The company's Virtual Acceleration Open Architecture (VXOA) delivers unprecedented scalability and flexibility, enabling rapid deployment of WAN optimisation on any platform, any hypervisor, anywhere within an enterprise. Silver Peak's WAN optimisation solutions are strategic enablers for large IT initiatives, including data centre consolidation, data migration, cloud computing, disaster recovery, server centralisation, and hosted virtual desktops (VDI). For more information, visit the [Silver Peak InfoCenter](#) or follow Silver Peak on [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#), and the [WAN Speak Blog](#).

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