



## Bridge Point appoints new Data Centre Practice Manager

Brisbane, Australia, 12 April, 2010 – Bridge Point Communications, a specialist network, compliance and information security company, today announced the appointment of Fernando Gonzalez to the newly created role of Data Centre Practice Manager. The recent addition of the data centre practice is a logical extension of Bridge Point's current offering.

In his role as Data Centre Practice Manager, Mr Gonzalez will be responsible for aligning the new data centre practice with the complementary existing networking and security aspects of the business. He will develop business in the areas of compute, storage and virtualisation.

Mr Gonzalez brings to the role a deep knowledge of data centre infrastructure technologies gained by working for more than a decade in the IT industry with manufacturers such as Compaq, Hewlett-Packard, IBM, Digital, LSI, NetApps and Brocade. His greatest strength is the ability to understand businesses' pain points and design systems to solve them.

Prior to joining Bridge Point, Mr Gonzalez was part of Ingram Micro's Enterprise Technology Solutions team in the role of IBM Solutions Architect, Business Development Manager.

Mr Gonzalez holds extensive qualifications including an Associate Diploma in Electrical Engineering from North Sydney Technical College and a range of VMware, EMC, IBM and Brocade certifications. Recently, Mr Gonzalez has added the VMware Technical Sales Professional (VTSP) certification to his previous VMware VSP and VCP certifications. This will make Bridge Point a VMware Professional Level Partner with access to all products available to VMware solution providers.

Tim Smith, Director of Bridge Point Communications said, "Bridge Point has strengthened its capabilities by recently adding a data centre practice. We took the time to analyse our business processes and customer requirements and enhance Bridge Point accordingly. We are now able to respond more effectively and efficiently to all of our customers' ICT needs. Bridge Point makes a point of attaining the most highly skilled and qualified staff, and we are pleased to welcome Fernando Gonzalez to the team.

"Bridge Point's data centre practice naturally complements our areas of expertise: security and networking. Our data centre practice is not a 'me-to' operation; it is built on the fundamentals that have been lacking to this point. Until now, an established security company has not been involved in the design and deployment of data centre solutions.

"Virtualisation in particular introduces a huge shift in the way we need to think about our security architecture with the traditional boundaries of physical separation or separation at the network layer becoming redundant. Compute, virtualisation and storage need a fresh approach – an approach from an established networking and security specialist company who understands the paradigm shift taking place in the compute and virtualisation proliferation in the data centre, with security as the core requirement.

"Competitors in the data centre space are floundering – they understand storage, and maybe virtualisation, but not how to build a solution securely. This is the gap we will fill. The days of selling storage as some sort of standalone technology are numbered. Companies are becoming wise to the fact that current solutions have been designed and implemented by resellers without the fundamental skills and experience in the key complementary components; networking and security."

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