Bridge Point appoints new Data Centre Practice Manager

Brisbane,Australia, 12 April, 2010 Bridge PointCommunications, a specialist network, compliance and information securitycompany, today announced the appointment of Fernando Gonzalez to the newlycreated role of Data Centre Practice Manager.The recent addition of the data centre practice is alogical extension of Bridge Points current offering.

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

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

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

Mr Gonzalez holds extensive qualificationsincluding an AssociateDiploma in Electrical Engineering from North Sydney Technical College and arange of VMware, EMC, IBM and Brocade certifications. Recently, Mr Gonzalez hasadded the VMware Technical Sales Professional (VTSP) certification to his previousVMware VSP and VCP certifications. This will make Bridge Point a VMwareProfessional Level Partner with access to all products available to VMwaresolution providers.

Tim Smith, Director of Bridge Point Communicationssaid, BridgePoint has strengthened its capabilitiesby recently adding a data centre practice. We took the time to analyseour business processes and customer requirements and enhance Bridge Pointaccordingly. We are now able to respond more effectively and efficientlyto all of our customers ICT needs.Bridge Point makes a point of attaining the most highly skilled andqualified staff, and we are pleased towelcome Fernando Gonzalez to the team.

BridgePoints data centre practice naturally complements our areas of expertise: securityand networking. Our data centre practice is not a me-to operation; it isbuilt on the fundamentals that have been lacking to this point. Until now, anestablished security company has not been involved in the design and deploymentof data centre solutions.

Virtualisationin particular introduces a huge shift in the way we need to think about oursecurity architecture with the traditional boundaries of physical separation orseparation at the network layer becoming redundant. Compute, virtualisation andstorage need a fresh approach an approach from an established networking andsecurity specialist company who understands the paradigm shift taking place inthe compute and virtualisation proliferation in the data centre, with securityas the core requirement.

Competitorsin 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. Thedays of selling storage as some sort of standalone technology are numbered. Companiesare becoming wise to the fact that current solutions have been designed andimplemented by resellers without the fundamental skills and experience in thekey complementary components; networking and security.

Contacts

Amanda Brown, Verity Public Relations
07 5529 5781
mailto: amanda.brown@veritypr.com.au