

## Observatory Crest secures Arbor Networks product distribution in Australia and New Zealand

Security is once again the focus of value added distributor, Observatory Crest, which has been awarded the distribution rights for Arbor Networks ([www.arbornetworks.com](http://www.arbornetworks.com)) secure service control solutions for global networks in Australia and New Zealand.

The agreement covers the full range of Arbors products, including Peakflow the de-facto industry standard for flow-based network security, visibility and analysis and the eSeries for broadband service optimisation.

As one of the worlds most respected experts on cybersecurity issues, including denial-of-service, botnets and other network-borne attacks, Arbors solutions are deployed in the vast majority of the worlds service provider networks and many of the largest enterprise networks in operation today. The company developed the first globally-scoped threat analysis network ATLAS which uses technology embedded in the worlds largest ISP networks to sense and report on comprehensive worldwide threat intelligence.

Enterprise end users and service providers live under the constant threat of malicious network attack that could inflict massive business harm, says Observatory Crest director Martin Christmas. You only need to look as far as the recent distributed denial of service attacks on the worlds most popular social networks Twitter and Facebook and the security breaches at Google Mail and Hotmail, to realise how sophisticated and widespread these attacks have become.

As the only Arbor distributor in Australia and New Zealand, well be working with existing VAR's and helping Arbor expand its coverage by recruiting more partners to focus on specific vertical markets, says Christmas. We will also be providing a level of sales and presales support to local Arbor Partners, and taking an active role in providing hardware spares for support contracts.

This is a global threat, and the very nature of the Internet means we need to spread our resources as far as possible to combat the threat at a global level, says Nick Race, ANZ Country Manager, Arbor Networks. Through an extensive worldwide partner networks were winning the fight against a high percentage of malicious attacks, and together with partners like Observatory Crest, are helping ISPs and our enterprise customers to build strategic defenses, improving security not only with the tools we develop but also through education, familiarisation and general awareness. This is where our partners play an active and very important role in their regions.

In recent months, Observatory crest has signed distribution agreements with F5, Arista Networks and Tumbleweed/Axway, and Arbors solutions will further extend its reach in the application delivery, security and networking ecosystem for local resellers.

### About Observatory Crest

Observatory Crest is a true Value Add Distributor focused on driving business and creating new markets for vendors and their partners. Observatory Crest works with a select group of vendors to ensure maximum commitment and market coverage. The company aims to create qualified opportunities for its reseller partners and to provide them with strong technical support. For more information visit <http://www.obcrest.com.au>.

### About Arbor Networks

Arbor Networks is a leading provider of security and network management solutions for global business networks, including more than 70 percent of the worlds Internet service providers and many of the largest enterprise networks in use today. Arbors secure service control solutions give customers a single, unified view into their networks performance, helping them to quickly detect anomalous behavior, mitigate threats and enforce policy. This translates into actionable business intelligence to generate new forms of revenue and to maintain a competitive advantage.

Arbor also maintains ATLAS a unique collaborative effort with 100+ service providers across the globe sharing real-time security, traffic and routing information. No other entity today has both aggregated this much real-time information about what is happening across the Internet and developed the means for cross-provider collaboration that informs numerous business decisions.

For technical insight into the latest security threats and Internet traffic trends, please visit the ASERT blog.

Note to Editors: Arbor Networks, Peakflow, ATLAS and the Arbor Networks logo are trademarks of Arbor Networks, Inc. All other brand names may be trademarks of their respective owners.