

Observatory Crest secures distribution for Axway's Tumbleweed portfolio

Value added distributor, Observatory Crest, has secured the distribution rights for Axway's enterprise communications security products (formerly known by the Tumbleweed brand) in Australia and New Zealand.

The agreement includes Axway's secure file transfer, email encryption and security, and identity validation solutions.

Observatory Crest director Martin Christmas says the new solutions complement Observatory Crest's existing vendor partnerships with F5 and Arista Networks, extending the application delivery, security and networking ecosystem of solutions available to its resellers.

The products from Axway acquired with Tumbleweed are complementary to F5 -- many of our customers already using these products are also F5 customers, so we see a great opportunity for our resellers to cross-sell among the applications, says Christmas. This agreement is consistent with our strategy for the other products we distribute, with Observatory Crest providing the specialist pre-sales support to our partners and participating in solution demonstrations for specific customer opportunities.

Axway, which merged with Tumbleweed late last year, provides enterprise-class managed file transfer, email security, and identity validation solutions to organisations of all sizes. Its products help manage and protect business-critical communications, including secure file transfer, encryption, data loss prevention and email security. Axway services global customers across an array of industries including technology, retail, finance, healthcare, manufacturing, consumer packaged goods, telecom, energy and government.

In Observatory Crest we have a partner that not only understands our business, but can provide professional services that add value to our solutions, says David Jones, Regional Channels, Axway. Our agreement with Observatory Crest seeks to expand our reach in conjunction with some of the solutions they already represent in the Australian and New Zealand markets. We feel confident this will give us the added leverage we were looking for in growing our business significantly in the region.

Axway has a proven pedigree in the secure delivery of business information, adds Christmas. Any company that distributes large amounts of data to external partners and customers and is concerned about security and reliability will want to know more about Axway. We will help resellers to integrate the company's technologies into their overall solutions, and provide additional professional services as needed to add an extra layer of value to the solution.

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 Axway

Axway recently merged with Tumbleweed Communications to become the leading global provider of multi-enterprise solutions and infrastructure, serving over 11,000 organizations in more than 100 countries. Axway speeds and secures business interactions both inside and outside the enterprise by optimizing the way information is moved, managed and protected. Powered by Synchrony, a multi-enterprise service-oriented framework, Axway's customers can "start anywhere, use anything" to complement their existing infrastructures. Axway's comprehensive offering includes: business-to-business integration, managed file transfer, secure email, business activity monitoring, enterprise application integration, service-oriented architecture, business process management, track & trace and identity validation solutions. Axway provides professional and managed services, as well as cloud computing and Software-as-a-Service (SaaS) offerings. Headquartered in Phoenix, Arizona, Axway's global presence spans 20 countries.