

Sydney, Australia (July 29, 2009) Value added distributor, Observatory Crest, has become the sole distributor of Arista Networks high-density Ethernet switching products in Australia and New Zealand following the signing of a distribution agreement between the two companies.

The agreement covers the full range of Aristas products, including the flagship 7100 series switches that run the Arista Extensible Modular Operating System (EOS) targeted at large data centre and cloud computing environments.

Arista Networks is led by Silicon Valley veterans Jayshree Ullal, as President and Chief Executive Officer, and Andreas Bechtolsheim, as Chairman and Chief Development Officer. Ullal was previously Senior Vice President of Cisco Systems, responsible for the US\$10 billion Datacenter, Switching and Services Group. Bechtolsheim, a well-known Silicon Valley entrepreneur, was a co-founder of Sun Microsystems and early investor in Google.

Observatory Crest director Martin Christmas says his company will complement Aristas products with its own range of pre-sales support, marketing, lead generation and training services.

We believe there is a significant market opportunity for partners and end-users throughout Australia and New Zealand given the reputation and technical leadership of Aristas products, says Christmas.

By working with a company like Observatory Crest, Arista is combining our service expertise with its products to better equip local resellers to help their customers maximise the return on their technology investment, and so differentiate themselves in the high-density Ethernet switching market.

The Australian and New Zealand markets represent a new challenge for us as we expand our successful product set and business model globally, says Mark Foss, Director of Global Channels, Arista Networks. With increasing demand for high-speed broadband services across the region we feel theres an opportunity to expand our high-density product set and cloud computing delivery model to a broader audience.

In Observatory Crest we have a partner

that understands the need to match world-class products with world-class people, and can support a network of resellers with the skills and support they need to create compelling solutions for their customers with our products.

About

Observatory Crest

Observatory Crest

represents some of the worlds leading IT solution vendors, providing resellers in Australia and New Zealand with the skills and support they need to create compelling business solutions for their customers. With more than 40 years experience in the IT and telecommunication markets, Observatory Crest is able to deliver exceptional value to end-users and meet the specific business requirements of any client. For more information visit <http://www.obcrest.com.au>.

About Arista

Networks

Arista Networks delivers cloud networking solutions for large datacenter and computing environments. Arista offers best-of-breed 10 Gigabit Ethernet switches that redefine scalability, robustness, and price-performance. At the core of Arista's platform is the Extensible Operating System (EOS), a pioneering new software architecture with self-healing and live in-service software upgrade capabilities. For more information, please visit www.aristanetworks.com.