

**EfficientIP Launches Enhanced North American Partner Program;
Strengthens Leadership with Appointment of Director of Channel Development**

John Ricciardi, Industry Veteran, Joins Team to Lead Channel Sales

PHILADELPHIA, PA -- March 13, 2019 -- EfficientIP, a leading provider of network security and automation solutions specializing in DDI (DNS-DHCP-IPAM), today announced it has appointed John Ricciardi as its new Channel Development Director. In his role, Ricciardi will be responsible for developing and executing a regional channel strategy in North America, giving network solutions and service providers access to EfficientIP's innovative technologies that simplify the management and reinforce the protection of critical network services.

To meet the growing demand of companies relying on strategic partners, EfficientIP has enhanced its Smart Partner Program by simplifying the onboarding process, and arm sales and technical teams to the highest level of expertise. This will allow partners to better serve their customers by offering advanced solutions that are designed for enterprises, service providers and government agencies looking to address the challenges of business transformation projects such as data protection, mobility and cloud.

The partner program is designed to offer a broad range of resellers access and advantages of EfficientIP's vast array of sophisticated integration capabilities, with best-of-breed network security and automation solutions. A strategic alliance ecosystem with complementary technologies from companies like Cisco, VMware, Microsoft, RedHat, and ServiceNow allow EfficientIP to offer value to both the end users and to partners.

The EfficientIP North American partner program includes sales and technical tools to support partner efforts:

- Technical and sales training across EfficientIP's DDI solutions
- Rewarding incentive programs
- Access to sales, marketing and technical resources
- Sales lead development
- Value-added support services: hardware replacement and TAC access 24x7

Ricciardi brings over 20 years of network technology and partner program experience. He began his career in the education sector working as a systems engineer, before moving to Lucent Technologies where he led development of their enterprise-focused solutions.

He joins EfficientIP from Nokia where he held business development and global partner management roles for seventeen years. There he focused on developing routes to market for technical solutions, and led teams through plan development, partner identification and on-boarding. Ricciardi's impact on reducing new partner enablement time, and increased communication through implementation of new tools resulted in driving heightened levels of customer satisfaction.

Chris Pyne, EfficientIP VP of North America Sales and Operations noted, "EfficientIP continues to grow into new markets as the need to secure and automate networks with DDI solutions becomes more critical. The channel is a natural progression for us as a company and we are thrilled to welcome John on board to help us to accelerate our channel sales. His in-depth knowledge and expertise in channel strategy and development will help us to build and strengthen long-term, fruitful business relationships with our partners."

Commenting on his appointment, Ricciardi said, "DDI is one of the most critical parts of an enterprise network and often overlooked. EfficientIP has a solution that is by far the most comprehensive and cost-effective offering in the marketplace. We are deeply complementary to partners' offerings, helping them to address customer needs for modernizing their infrastructure. I see tremendous opportunity to grow the business through the channel, and I am looking forward to successfully developing the company's presence in North America."

John is a graduate of the University of Massachusetts Dartmouth with a degree in Computer Engineering. He resides in Boston with his family, where he is an active board member and coach of a local elite youth soccer club.

For more information on the EfficientIP partner program please visit: <https://www.efficientip.com/partners/program/>

ABOUT EFFICIENTIP

EfficientIP is a network automation and security company, specializing in DNS-DHCP-IPAM solutions (DDI), with the goal of helping organizations worldwide drive business efficiency through agile, secure and reliable infrastructure foundations. We enable IP communication and simplify network management with end-to-end visibility and smart automation, while our patented technology secures DNS services to safeguard data and ensure application access. Companies in all sectors rely on our offerings to face the challenges of key IT initiatives such as cloud applications and mobility.

For further information, please visit: www.efficientip.com

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