EfficientIP expands global distribution network with Bitrate to bring innovative DDI technologies and DNS security to Sub-Saharan Africa

• **Full range of DDI solutions now available to enterprises through IT channel**

Reading, UK, May 13th 2014: EfficientIP a leading developer of DDI solutions (DNS, DHCP services, VLAN and IP-address management), today announced a Sub-Saharan Africa distribution agreement with Bitrate, the specialist provider of innovative network, infrastructure and security solutions. The agreement will draw on Bitrate's experience in developing networking and IT security business in this market and significantly expands EfficientIP's existing partner network, which currently includes the Americas, UK & Ireland, France, Germany, Switzerland, Austria, Spain and Portugal.

The agreement means that Bitrate will now be able to offer its resellers EfficientIP's suite of SOLIDserver™ appliances within its portfolio, enabling them to deliver and manage a full range of critical IP-address management, DNS, DHCP, NTP and TFTP services.

"The addition of EfficientIP's suite of products to our portfolio improves our overall offering at Bitrate and adds to our stable of products that we can take to market through our reseller channel," said Jeroen Dubbleman, CEO at Bitrate, "We have seen a growing need for IP management and believe the time is right to make this available to the Sub-Sahara African market."

Herve Dhelin, marketing director at EfficientIP added, "This new relationship will significantly increase EfficientIP's presence in the African market. It will enable Bitrate to address complex network management challenges as the number of services and applications that rely on IP access increase dramatically. Their expertise and capacity to provide high quality services and technical solutions will be of great benefit to customers."

Industry surveys suggest that the number of enterprise-grade DDI solutions in use is still low compared to the total addressable market. Many enterprises continue to manage their systems manually with spreadsheets and with no centralisation of IP data. The result is that any configuration mistakes can create serious communication issues between applications, which in turn can potentially paralyse a whole department with very expensive consequences. In addition, spreadsheet management is considered inadequate when managing the new IPv6 protocol, which, with the demise of IPv4, is becoming the new standard.

With DNS servers increasingly becoming the favourite targets for hackers through DDoS or poisoning attacks, often with dramatic results, organisations are under increasing pressure to adopt effective DDI solutions.

About Bitrate: Bitrate was founded in 1999 and is focused in the supply of innovative, best-of-breed network infrastructure and security solutions. Today's networks and datacentres have become complex and cumbersome to maintain. To keep up with this complexity, the equipment Bitrate supplies has to constantly evolve and provide improved troubleshooting and maintenance techniques. Bitrate is currently the official supplier of Fluke Networks, Palo Alto Network Security Solutions, Nutanix converged Datacenter Infrastructure, VSS Monitoring and now EfficientIP's DDI solutions.Training in the effective use of the tools is key in order provide full customer satisfaction. It is vital so that the customers are able to experience the full benefits of their investment in the products. Bitrate knows that in order to remain a leader in the field it needs to supply the best the industry has to offer. It is constantly searching for the best solutions for its customers. For further information please visit: http://www.bitrate.co.za/

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EfficientIP, one of the fastest growing DDI vendors provides solutions to address organizations' needs to drive business efficiency through network services availability, security and performance. EfficientIP customers can ensure that their network infrastructure truly supports the business imperatives, ranging from business continuity and availability to reduce time-to-market for new products, services, and locations. Its unified management framework for DNS,DHCP & IPAM devices and network configurations enhances security, availability, and agility of the networks infrastructure. Customers worldwide across industries rely on EfficientIP offerings to enable policies to be applied and business processes to be automated that reduce operating costs and increase management efficiency. EfficientIP's offerings are complemented by technologies and services from global business partners. For further information, please visit: www.efficientip.com

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