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## VADition Secures UK Distribution Agreement with Riverbed

Monday 24 May 2010

WAN optimisation leader chooses VADition to extend UK market reach and grow reseller base

LONDON, UK, 19th May 2010 - VADition, the value adding distributor, has today announced a distribution agreement with Riverbed Technology, the IT performance company. The addition of Riverbed to VADition's vendor portfolio is the perfect complement to existing high-performance security, storage, networking and application acceleration solutions. This relationship manifestly underlines VADition's commitment to offering intuitive technologies that enable the 'social enterprise' and drastically cut operating costs for the IT department.

"VADition's value-add focus on solutions selling, specifically with key Riverbed® alliance partners, will enable Riverbed resellers to help customers of all sizes improve business performance," commented, Marcus Chambers, vice president of EMEA sales at Riverbed. "We look forward to a positive and successful relationship that draws upon all of VADition's expertise."

Riverbed wide-area network (WAN) optimisation solutions help to improve remote and mobile employee productivity, enable private clouds, and provide enterprise-wide network and application visibility, while eliminating the need to increase bandwidth, storage or servers. By speeding the performance of applications between remote offices, private data centres and mobile workers, in some cases by up to 100 times, Riverbed WAN optimisation solutions enable companies to consolidate IT, improve backup and replication processes to ensure data integrity, and improve staff productivity and collaboration.

"As more organisations move to cloud environments and virtualisation in the data centre, the further away users and partners are moved from their applications. Delivering local area network (LAN) performance over the WAN is a critical must-have for organisations and a fast growing market for our partners," said Barrie Desmond, Business Development Director at VADition. "Riverbed continues to lead in this space, with a great reputation for products and solutions. We aim to build on this and expand their partner network to cope with expected growth in the market."

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About VADition VADition ([www.vadition.com](http://www.vadition.com)) is a Value Adding Distributor introducing a new wave of technologies to its partners in the UK. These technologies form the basis of its 'Intuitive Technologies' strategy, a range of Internet inspired platforms and services designed around simplifying increasingly complex and overloaded information infrastructures. The products chosen mirror the self-service behaviour of an increasingly IP savvy society - business and consumer. The characteristics of VADition's chosen vendor partners therefore must demonstrate a belief in new business models embraced within 'Web 2.0', and have designed their technology around 'Self Service' or simplification.

About Riverbed Riverbed Technology is the IT performance company. The Riverbed family of wide area network (WAN) optimization solutions liberates businesses from common IT constraints by increasing application performance, enabling consolidation, and providing enterprise-wide network and application visibility – all while eliminating the need to increase bandwidth, storage or servers. Thousands of companies with distributed operations use Riverbed to make their IT infrastructure faster, less expensive and more responsive. Additional information about Riverbed (NASDAQ: RVBD) is available at [www.riverbed.com](http://www.riverbed.com).

Riverbed Technology, Riverbed, Steelhead, RIOS, Interceptor, Think Fast, the Riverbed logo, Mazu, Profiler and Cascade are trademarks or registered trademarks of Riverbed Technology, Inc. All other trademarks used or mentioned herein belong to their respective owners.

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