



CONSENTRY NETWORKS' LANSHIELD PLATFORMS NAMED A *CRN* EMERGING TECHNOLOGY

Simplicity, Technical Innovation, and Channel Appeal Earn ConSentry This Latest Industry Accolade

Milpitas, CA, June 4, 2007 – ConSentry Networks, the leader in secure switching, announced today that *CRN*, part of CMP's family of Channel Solutions, has selected it as a *CRN* Emerging Technology vendor for its LANShield™ Controller and LANShield Switch. *CRN*'s Emerging Technology list captures companies that are delivering high-margin opportunities for solution providers with innovative and easy-to-use technology that undercuts industry giants.

The LANShield Controller and LANShield Switch provide authentication, posture check, visibility, identity-based control, and malware control to enterprises. *CRN* included ConSentry in its Emerging Technology list due to its secure switching strategy, which enables enterprises to migrate their LANs beyond "blind trust" connectivity and instead control every user and secure every port.

ConSentry is committed to developing a 100-percent channel sales model based on a tightly woven network of carefully selected and geographically strategic partners.

"ConSentry offers the channel a highly differentiated, high-margin product line," said Brad Mandell, vice president of North American sales. "The focus on security, directly embedded in LAN infrastructure, gives our partners a strong entrée into enterprise accounts, and our Partner Alliance Program ensures that our channel partners are included as part of the sales teams. It helps them compete in today's challenging economy and reap the rewards of a profitable business partnership."

The ConSentry Partner Alliance Program provides the following benefits:

- Access to an immediate \$13 billion market
- 100-percent channel sales commitment based on value, not revenue commitment
- High-margin preservation through an under-distribution model, with conflict limitation through strict control of the number and geographic location of channel partners
- Protection on every deal through the ConSentry Opportunity Registration (COR) Program, which offers differential margin protection for deals generated and registered by partners
- Free training for Premier partner sales engineers and sales managers
- Access to ongoing ConSentry incentive reward programs
- Focused, quality lead-generation
- Weekly in-person field-sales support
- Access to world-class ConSentry Consulting Engineers
- Ongoing market development funds

ConSentry Networks has built its sales operations from the ground up to identify, nurture, and fully leverage an elite, specialist partner channel. Its aim is to define 12-month, mutually agreed business plans with partners and to provide a flexible, attentive infrastructure to help partners hit the agreed target.

According to the 2007 *CRN* Emerging Technology Survey, the top reasons solution providers add emerging technologies are:

- the technology is superior to other products in the market segment
- the solution compliments existing practice areas
- emerging vendors provide better services opportunities, pay better attention to partners, and offer higher margins
- customers want alternative product choices, and
- emerging vendors have better joint marketing programs.

In addition, 61 percent of solution providers surveyed plan to increase the number of emerging technology vendors they partner with within the next 12 months.

"Successful solution providers are always looking for new and innovative partners, and the *CRN* Emerging Technology list provides a way for them to discover a large number of potential new partners who offer a wide range of emerging technologies," said Heather Clancy, vice president and editor of *CRN*.

Vendors who make the *CRN* Emerging Technology list must have an established solution provider program and formal guidelines for recruiting channel partners. They must demonstrate that their direct sales mix is trending down as evidenced by the company's revenue history, they must have a channel-positive or channel-neutral strategy for internal sales compensation, and they must not be a dominant market-share player. Final selection to the Emerging Technology list was made at the discretion of the *CRN* editorial team after a review of the submitted information and conversations with current or targeted partners.

About ConSentry Networks

ConSentry Networks delivers secure switching, enabling enterprises to control every user and secure every port on the LAN through its LANShield product family—the LANShield™ Switch, LANShield Controller, and InSight™ Command Center. More than 100 enterprises today rely on ConSentry's award-winning secure-switching platforms to protect their corporate assets, ensure continuity of operations, and dramatically reduce the risk of security breaches. ConSentry is backed by blue-chip venture capital firms Accel Partners, DAG Ventures, INVESCO Private Capital, and Sequoia Capital; and is headquartered in Milpitas, California.

ConSentry Networks, the ConSentry Networks logo, LANShield, and "Control every user. Secure every port." are trademarks of ConSentry Networks Inc., for use in the United States and other countries. All other product and company names herein may be trademarks of their respective holders.

About CRN

CRN provides solution providers and technology integrators with the crucial information and analysis they need to drive their company's sales. As an advocate for and voice of the IT channel, solution providers turn to *CRN* first for immediate information. Celebrating its 25th year, *CRN* is the most trusted source for channel professionals. *CRN* can be found on the web at www.channelweb.com.

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