FOR IMMEDIATE RELEASE

HotLink Expands Channel Program to European Partners

HotLink and European resellers join forces to deliver award-winning multi-hypervisor and hybrid cloud management solutions to enterprises

SANTA CLARA, Calif. – June 18, 2013 – HotLink® Corporation, the market leader in transformation solutions for heterogeneous virtualization management, today announced it is expanding its value added reseller (VAR) program to select partners in Europe. Building on the success of its North American VAR initiatives and the rapidly growing market demand for heterogeneous and hybrid management solutions, HotLink is working with specialized European partners to expand their product and service offerings to align with the transitioning virtual computing infrastructures of modern data centers.

As enterprises continue to diversify their data center platforms, both on- and off-premise, the award-winning HotLink technology provides the industry’s simplest, yet most robust solution to the complexity of managing cross-platform resources. HotLink’s patent-pending Transformation Engine™ is unique in its ability to extend customers’ existing VMware vCenter administration and management capabilities to Microsoft Hyper-V, Amazon EC2, Citrix XenServer and Red Hat Enterprise Linux (KVM). In this way, enterprises have the flexibility to pick the right virtual platform for each application or use case without adding complexity. In April, HotLink also announced a Microsoft System Center Virtual Machine Manager solution for Amazon EC2.

HotLink’s new European partners – including Virtuoso (U.K.), Triangle (Ireland), Kiratech (Italy) and Data Manage (Israel) – have established practices in server virtualization and cloud management and advise customers on all facets of virtual data center operations. With the addition of the HotLink solutions, these European partners now offer the expert guidance, unique cross-platform technologies and deployment-related services to ensure customers implement the optimal mix of hypervisors and public cloud platforms, reduce costs and seamlessly manage their virtual infrastructure, whether on- or off-premise.

Richard Owen, sales director at Virtuoso, said, “The demand for multi-hypervisor and Amazon EC2 integration into the enterprise is skyrocketing, driven by the strong economic incentive to reduce cost while increasing capacity and agility. However, management complexity has been a giant barrier. HotLink lets us engage with our clients at an executive level to develop the roadmap and implement the right blend of virtual infrastructure types for their unique business and technical requirements. The fact that customers can fully leverage their existing VMware management investment and skills presents a straightforward return on investment and demonstrates the core value our consultancy provides.”

HotLink VARs have multiple virtualization and cloud competencies and have completed HotLink’s certification programs for planning, deploying and supporting the company’s technology. These partners have the skills and resources to support the full spectrum of heterogeneous and hybrid virtual infrastructure project requirements, including technology evaluation, hypervisor platform selection, workload evaluation, cloud roadmap development, public cloud on-boarding, knowledge transfer, and end-to-end implementation. European VARs that qualify for the HotLink channel program receive the same benefits as North American partners, including:

- Aggressive software discounting
• Revenue from strategic professional services engagements
• Ongoing revenue from customer service and support
• Comprehensive sales and technical training on HotLink solutions
• Sales and technical support, pre- and post-sales
• Joint selling opportunities
• Marketing programs and sales tools
• Special financial incentives

“Server virtualization is still the No. 1 priority of most data centers, and software license fees continue to escalate. VMware was the only option for years, and most IT shops have made large investments in the entire management infrastructure around vSphere. But today, enterprises have many viable alternatives with widely varying price points to consider,” said Lynn LeBlanc, CEO and founder of HotLink. “The HotLink technology enables our European partners to expand their consulting practices and deliver strategic consulting services plus transformational technology to tap into the huge hybrid market opportunity, at just the right time.”

For more information about the HotLink European VAR program, please contact HotLink at partners@hotlink.com or visit the company’s website.

Supporting resources
• Download whitepapers: http://www.hotlink.com/technology/wp_list.html
• Watch product videos: http://www.hotlink.com/technology/demo.html
• Request demo or price quote: http://www.hotlink.com/contact/

About HotLink Corporation
Founded in early 2010 by data center software veterans and the founders of FastScale Technology, Inc. (acquired by VMware), HotLink Corporation is on a mission to dramatically simplify IT management complexity with the first ever transformation technology for heterogeneous and hybrid computing infrastructure. Winner of VMworld 2012 “Best of Show,” top “Virtualization Management,” “Best Cross-Platform Management” and “Best Cloud Application,” HotLink’s customers include enterprise IT organizations spanning technology, financial services, manufacturing and telecommunication. HotLink’s advisory board includes visionary leaders from Electronic Arts, Facebook, E*TRADE, Clorox, Citrix, BMC and Flextronics. HotLink is a privately held, venture capital-backed company based in Santa Clara, Calif. For more information, visit www.hotlink.com or connect with us on Facebook, Twitter or LinkedIn.

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