

Astaro Opens New Office in Benelux

Seth van der Meer is appointed as Regional Director

Rotterdam, Netherlands (14th February, 2008) – Astaro Corporation (www.astaro.co.uk), a leader in delivering unified threat management (UTM) security appliances, today announced it has opened a sales and support office in Rotterdam. Seth Van der Meer, previously European channel manager at 4sure.IT, a division of NOXS Security Excellence, joins as regional director and has been tasked with increasing Astaro's market penetration in the territory, as well as providing enhanced channel and end-user support.

Seth van der Meer, whose experience has been gained through senior sales and channel development positions at Messagelabs and NOXS Security Excellence, during which time he managed vendor relationships with companies such as McAfee, ScanSafe and F-Secure, commented on his appointment, "During the recruitment process, I contacted Astaro's Benelux distributor, as well as some resellers and end users. They were all very positive about Astaro's products and the organisation. I now have a great opportunity to develop the Benelux market for one of the clear leaders in the UTM space. My main priorities for the first half of 2008 are to recruit new partners and grow adoption of Astaro solutions within end-user network security infrastructures."

Andre Scheffknecht, Sales Director International at Astaro, commented, "We are delighted to have successfully recruited Seth to head up the new Benelux office for Astaro. Given his proven capabilities, we are confident that Seth will more than meet the targets that Astaro has set for the Benelux region, which include signing up a new distributor, adding 50 new partners to the partner program and attaining sales growth in excess of 50%. By 2009 we will have greatly increased Astaro's market penetration in the Benelux, as well as enhanced our support capabilities. This will ensure that our channel and end-users will continue to recommend Astaro as the security vendor to be with."

Astaro has immediate plans to grow headcount in the Benelux. Seth van der Meer is currently recruiting for senior sales, technical and support positions.

Photography

For a 300dpi jpeg portrait of Seth van der Meer, visit: http://www.goodepress.com/astaro/astaro_seth_van_der_meer.jpg

About Astaro

Astaro Corporation is headquartered in Burlington, Mass. and Karlsruhe, Germany. The Astaro Security Gateway, simplifying Email, Web & Network Security, has won numerous industry awards and is protecting over 30,000 networks in 60 countries. Astaro products are distributed by a worldwide network of nearly 2,500 solution partners who offer local support and services. For more information, please visit www.astaro.com.

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