

New Astaro Web Gateway Kick Start Promotion Gives Partners 85% Discount

Free training, marketing tools and aggressive pricing extended to Astaro resellers.

Burlington, MA (June 11, 2008)—Astaro Corporation (www.astaro.com), a leading vendor of security appliances, today announced the beginning of the Kick Start Program for its newest product line, Astaro Web Gateway. Any commercial reseller that orders an Astaro Web Gateway this month at the promotional pricing will receive complimentary training and a Promotion Kit with marketing tools to boost sales.

Resellers that take advantage of this offering will find the Promotion Kit's postcards, email template and telemarketing script useful in communicating with their customers. The press release template provided allows resellers to announce their new product offering to local press. In addition, resellers are given the Astaro Orange Paper, "All-in-One Strategy for Web Security" and the Astaro Web Gateway datasheet, in order to provide technical information on web security and the Astaro Web Gateway appliance line to their customers. Finally, Astaro includes access to the Webinar "Web Security Made Easy", which resellers can easily make available to all customers. The Kick-Start program applies to all Astaro Web Gateway models—1000, 2000, 3000 and 4000—which can scale to support up to 2,000 users.

Arne Klein, VP of Global Marketing at Astaro, says, "This is the biggest promotion Astaro has ever offered its channel. The Kick Start program is designed to enable resellers to easily enter the web security market or enhance their product offering. Any reseller adding the AWG product line to its portfolio this month will be able to offer the best web security deal to its customers, while retaining a significant margin."

Astaro Web Gateway provides complete protection from all web threats. The all-in-one web security appliance features Malware Detection, Application Control, URL Filtering and Bandwidth Management, fully integrated and manageable through a single, intuitive browser-based interface.

Availability

The Astaro Web Gateway Kick Start Packages will be available through June 30, 2008.

To order an Astaro Web Gateway Kick Start Package, contact any certified distributor or request more information directly from Astaro at +1-877-427-8276 (US) or +1-781-345-5000 (outside US).

About Astaro

Astaro Corporation is headquartered in Burlington, Massachusetts 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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