

Channel Chief View

Network Visibility With Ixia: A Timely Opportunity For Partners

Q. You're leading the Ixia Xcelerate program into its third year and its second as a CRN 5-Star Partner Program Guide winner. How will partners benefit?

A. The Ixia channel team and I are looking forward to 2017 being our year of the 'force multiplier.' That means that Ixia, our partners and our mutual customers will all realize exponential benefits from the efforts and investments we've been making since we launched the program.

Ixia continues to scale our channel infrastructure and to lead with innovative channel-ready products that give partners more ways to engage customers, and more ways to help them achieve better business outcomes. Partners in the Xcelerate program gain access to a host of proven solutions that are easy to sell, easy to use and easy to build upon. With more than 800 partners worldwide and agreements with the best distributors in each region, we're scaling effectively to bring end-to-end solutions to customers.

Q. What trends do you see creating new opportunities for Ixia partners?

A. The rapid evolution of technology always represents opportunity for Ixia partners because we provide solutions that ensure the best outcomes at every stage—design, deployment, and the day-to-day operation and defense of networks and applications. No other company does this in quite the same way.

The fast-changing technology landscape also impacts our partners' go-to-market strategies. For example, we're seeing many companies look to virtualization and next-generation security systems to transform and protect their businesses. Customers are also devising strategies to handle the Internet of Things, big data, BYOD and several other trends.

Whether they're looking to better secure and monitor their network, move services to the cloud, or improve application performance, the answer always starts with having a reliable, efficient, high-performing network. That's where Ixia comes in with solutions for network visibility, security and testing.

Q. Why is network visibility so important?

A. Network visibility creates a force multiplier for customers in much the same way that our channel program does for partners. Educating the market about the role and power of network visibility to maximize performance, security and ROI represents a timely opportunity for partners. In this way, they can take the lead in helping customers solve today's problems while laying the groundwork for future success as the market evolves.

ixia



Lori Cornmesser
VP, Global Channel Sales

// *The rapid evolution of technology always represents opportunity for Ixia partners because we provide solutions that ensure the best outcomes at every stage—design, deployment, and the day-to-day operation and defense of networks and applications.* //



Join the award-winning Ixia Xcelerate partner program.
Visit www.ixia.com.