

OBSERVATORY CREST

company overview

network solutions for your business

Deloitte.

Technology Fast 50

Australia 2011
Winner

our vendors

f5 Networks | f5.com

F5 Networks, the global leader in Application Delivery Networking (ADN), ensures the secure, reliable, and fast delivery of applications. F5's framework enables community-driven innovation that helps organizations enhance IT agility. F5's vision of unified application and data delivery redefines the management of application, server, storage, and network resources, streamlining application delivery and reducing costs. Global organizations, service and cloud providers, and Web 2.0 providers trust F5 to keep their business moving forward.



ArcSight | arcsight.com

ArcSight helps protect enterprises and government agencies by providing complete visibility and critical insights into their IT infrastructure across all users, networks, datacenters and applications. The market-leading ArcSight platform enables organizations to proactively safeguard their digital assets, control the risks associated with cybertheft, cyberfraud, cyberwarfare and cyber espionage and comply with corporate and regulatory policy.



MobileIron | mobileiron.com

MobileIron combines traditional mobile device management capabilities with advanced security, data visibility, apps management, and access control powered by the Virtual Smartphone Platform Architecture. MobileIron offers true multi-OS management across all of the leading mobile OS platforms including Android, BlackBerry, iOS, Symbian, webOS, and Windows Phone.



our vendors

Palo Alto Networks (Australian distribution only) | paloaltonetworks.com



Palo Alto Networks' next-generation firewalls enable enterprises to identify and control applications, users, and content—not just ports, IP addresses, and packets—using three unique identification technologies: App-ID, User-ID, and Content-ID. These identification technologies allow enterprises to securely enable application usage using business-relevant concepts, instead of following the traditional “all-or-nothing” approach offered by traditional port-blocking firewalls used in many security infrastructures.

Axway | axway.com



Axway products and solutions combine unrivaled breadth of technology and depth of governance to speed and secure business interactions by optimizing the way information is moved, managed, and protected — both within and outside the enterprise. Powered by Axway Synchrony™ — a multi-enterprise service-oriented framework — Axway enables customers to integrate and complement their existing infrastructures using a “start anywhere, use anything” service model.

Arbor Networks (New Zealand distribution only) | arbornetworks.com



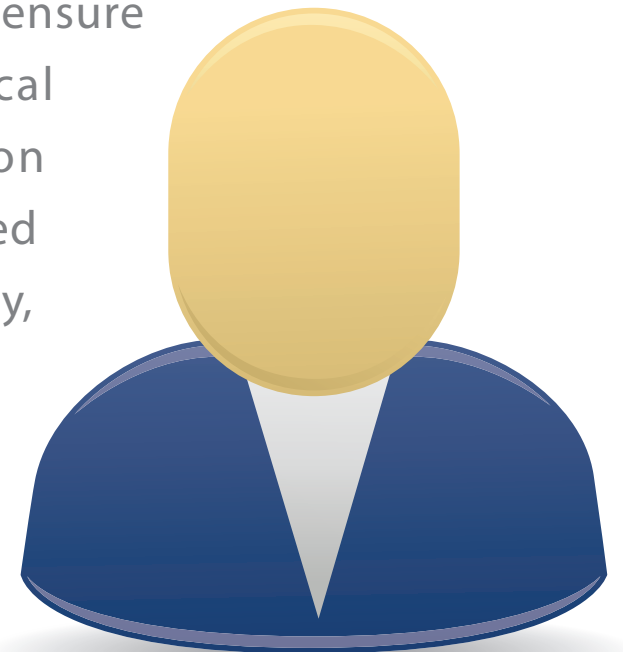
The world's leading network operators and Internet service providers turn to Arbor Networks to proactively fend off malicious threats such as botnets and distributed denial of service (DDoS) attacks. In addition to being the de facto standard for network security and availability solutions, Arbor enables its customers to reduce costs by improving IPv4 and IPv6 traffic engineering, peering and other operational efficiencies.

who are we?

Observatory Crest is all about its people... They are what make us different from any other distributor in the market.

Observatory Crest is a unique Value Add Distributor. Since its inception in 2004, Observatory Crest has re-defined the concept of Value in a distribution sense. We focus heavily on Partner Enablement to ensure that both our Vendors and Partners have access to the technical, sales and marketing tools they need to succeed in this highly competitive market place. With an emphasis on technical support, we work closely with partners to ensure they have access to highly skilled and vendor certified technical resources. Observatory Crest has a stringent policy in relation to vendor acquisition. This ensures we not only bring Best of Breed technologies to market but also, wherever possible, a "One Technology, One Vendor" approach. Our vendor line-up includes some of the industry's fastest growing technology companies.

If you would like more information please visit our website,
www.obcrest.com



why us?

Training

We provide comprehensive sales training for resellers on the technologies we represent using our dedicated training facility. This includes product overviews, product positioning and competitive assessment. Most importantly, it revolves around identifying the customer need and the value proposition offered by a vendors' solution.

Access to demonstration equipment

We make demonstration equipment available to our partners to assist them in the sales process. Observatory Crest keeps its own stock of demonstration equipment for the channel to utilise for customer trials and Proof of Concept environments.

Demand generation

Observatory Crest implements Demand Generation campaigns for all our solutions. These campaigns focus on increasing the awareness of these technologies in their target market and cover all major geographic markets. All qualified opportunities are delivered to our channel partners for follow up and closure.

Technical pre sales support

All our pre sales engineers are certified and have hands on experience with the technologies we represent.



where are we?

We have offices in both Australia and New Zealand.

AUSTRALIA

Sydney

Level 9

275 Alfred Street

North Sydney NSW 2060

Melbourne

Level 2

541 Blackburn Road

Mt Waverly VIC 3149

NEW ZEALAND

Wellington

Level 5

265 Wakefield St

Wellington 6149

Auckland

Level 3

60 Cook Street

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