Bradford Networks selects Wavelink as first distributor in Australasia

Bradford Networks to complement Wavelink's comprehensive network security and access offering

Melbourne, July 14, 2011 – Wavelink, a value added distributor of business IP, wireless, communication and network security and access solutions, announced that it has signed a distribution agreement with Bradford Networks, the best choice for network security in evolving IT environments.

Wavelink is the first distributor in Australasia for Bradford.

According to Wavelink, the proliferation of smartphones and tablets, coupled with an increasing adoption of bring your own device (BYOD) policies, has lead many organisations to experience ratios of up to three-to-one devices per employee, creating new challenges for network and device management and security. This trend is occurring across a wide range of industry sectors, from enterprise through to education, healthcare, government and hospitality.

Bradford's Network Sentry is the first network security offering that automatically identifies and profiles all devices and all users on a network, providing complete visibility and control to address the evolving challenges associated with the proliferation of network devices.

Ilan Rubin, managing director, Wavelink, said, "Bradford Networks' solutions will enable Wavelink's resellers to assist Australian organisations with managing the increasing number of mobile devices being used on their networks. Bradford's Network Sentry helps address the top five challenges facing network managers today including visibility, security, control, reporting and compliance, and integration.

"The fact that Wavelink has been selected as the first distributor in the region for Bradford demonstrates the value that our business model, including our strong reseller channels, delivers to the market.

"Bradford's solutions complement our existing portfolio and help businesses manage the multiple devices of employees and network guests. This is reinforced by Bradford's close relationship and tight integration with Meru Networks' wireless LAN solutions, also distributed by Wavelink," continued Rubin.

Scott Tyson, international channel manager for Bradford Networks, said, "Wavelink is an ideal fit for Bradford's global distribution expansion because of its strength in wireless technology, network access and security, and its focus on the same key verticals – enterprise, education, healthcare, government and hospitality."

Bradford's Network Sentry solution includes:

- Access Control – provides complete visibility and control across the entire network. Access Control ensures endpoint security compliance through automated controls letting businesses identify all authorised users and providing role-based access to appropriate network resources.

- Secure Guest Access – ensures secure and easy network access for networks guests. Secure Guest Access lets businesses easily register and manage guest devices on the network, and monitor and report on guest activity providing visibility and control of all guests while automating IT tasks.

- Device profiling – dynamically identifies and profiles all devices on the network – including mobile devices of varying types – and allows security policies to be assigned based on device type, location and access method, providing network-wide visibility with detailed logging and reporting on network connection activity.

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About Bradford Networks

Bradford Networks (www.bradfordnetworks.com) offers the best network security solutions for evolving IT environments. The company's flexible Network Sentry platform is the first network security offering that can automatically identify and profile all devices and all users on a network, providing complete visibility and control. Unlike vendor-specific network security products, Network Sentry provides a view across all brands of equipment and devices so nothing falls through the cracks. Hundreds of customers and millions of users worldwide rely on Bradford to secure their IP networks.

About Wavelink

Wavelink (www.wavelink.com.au) specialises in the supply, marketing and support of a range of leading edge business IP, wireless, communication and network security and access solutions. Wavelink distributes a range of products from Polycom, Meru Networks, Digium, Cisco, AirTight, Nomadix, Identity Networks and Bradford Networks. For more information please contact Wavelink on 1300 147 000.