



## **Palo Alto Networks Named a 2011 CRN Emerging Technology Vendor**

August 22, 2011

### **Innovative Technology and Consistent Channel Focus Lands Palo Alto Networks on Annual List**

**Santa Clara, CA , August 22, 2011**

Palo Alto Networks, the network security company, today announced it has been selected by Everything Channel as a 2011 CRN Emerging Technology Vendor. Palo Alto Networks is innovating in the firewall market with its next-generation firewall technology, which enables unprecedented visibility and control of applications and content – by user, not just IP address – at up to 20 Gbps with no performance degradation; this is a significant technology benefit that channel partners can in turn offer to customers.

The annual CRN Emerging Technology Vendor list features the most innovative vendors who deliver technology that is easy to use and can also generate the high margins solution providers require. Palo Alto Networks is dedicated to ensuring that its partners have the tools and resources needed to help bring the next generation of network security technology to their customers. In addition, 100 percent of Palo Alto Networks' solutions are brought to market through a global network of dedicated, value-added channel partners.

"The level of engagement and enthusiasm demonstrated by our partners has been essential component to our ability to redefine the network security market," said Rene Bonvanie, vice president of marketing at Palo Alto Networks. "Our shared success is due in large part to our partners' technology and sales expertise as well as their keen abilities to help guide customers through the technology adoption lifecycle. We are extremely pleased to be recognized as an Emerging Technology Vendor by CRN."

The vendors that make up the CRN Emerging Technology Vendor list were founded in 2005 or later, have revenue under \$1 billion and have an active U.S. channel strategy. Final selection to the Emerging Technology Vendor list was made by the CRN editorial team after a review of submitted information.

"Enabling customers with the tools and strategies to solve real business problems has always been a priority to solution providers. As the market has grown increasingly competitive, so too has the demand for innovative, channel-friendly technologies," said Kelley Damore, vice president and editorial director of Everything Channel. "From the cloud to semantic technology, this year's list of Emerging Technology Vendors highlights the emphasis on innovation and ease of use that has been the hallmark of any successful channel offering."

To view a sample of the list and read the editorial accompaniment visit [www.CRN.com](http://www.CRN.com).

#### **About Palo Alto Networks**

Palo Alto Networks™ is the network security company. Its next-generation firewalls enable unprecedented visibility and granular policy control of applications and content – by user, not just IP address – at up to 20Gbps with no performance degradation. Based on patent-pending App-ID™ technology, Palo Alto Networks firewalls accurately identify and control applications – regardless of port, protocol, evasive tactic or SSL encryption – and scan content to stop threats and prevent data leakage. Enterprises can for the first time embrace Web 2.0 and maintain complete visibility and control, while significantly reducing total cost of ownership through device consolidation. Most recently, Palo Alto Networks has enabled enterprises to extend protection over all types of traffic, applications, and threats to remote users with the release of GlobalProtect™. For more information, visit [www.paloaltonetworks.com](http://www.paloaltonetworks.com).

#### **About Everything Channel**

Everything Channel is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With over 30 years of experience and engagement, Everything Channel has the unmatched channel expertise to execute integrated solutions for technology executives managing partner recruitment, enablement and go-to-market strategy in order to accelerate technology sales. Everything Channel is a UBM company. To learn more about Everything Channel, visit us at <http://www.everythingchannel.com>. Follow us on Twitter at <http://twitter.com/everythingchnl>.

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