



Ixia Launches Integrated Partner Program to Accelerate Global Growth

Channel Xcelerate offers innovative visibility solutions portfolio to speed time to revenue

Dubai, UAE — April 21, 2014 — [Ixia](#) (Nasdaq: XXIA) has announced its integrated global partner program in the region, which will help partners increase revenue while providing their customers access to an industry-leading portfolio of network visibility, security and test solutions. The first phase of the program, called [Channel Xcelerate](#), is aimed at building a regional & global network of qualified partners who will have access to Ixia's [Visibility Architecture](#) portfolio.

"Designed to empower our partner community, Channel Xcelerate ensures that our partners have all the resources they need to successfully sell Ixia's visibility solutions, while underscoring our commitment to joint business objectives—growing the customer base and increasing market share," said Lori Cornmesser, Vice President of Ixia's Global Channel Sales. Also, the recent addition of channel veteran Lori Cornmesser as Ixia's Vice President of Global Channel Sales, highlights the company's strong commitment to this program and the success of its partners.

The Channel Xcelerate program encompasses Ixia's current worldwide community of experienced visibility partners as well as the strong partner network of recently acquired Net Optics, Inc. With the regional launch, the program is now open to Ixia's partners in the region. The program lays the groundwork for Ixia's partners to deliver new, competitive and channel-ready solutions that are proven, profitable and easy-to-sell. The variety of benefits, incentives and resources, including access to innovative technology and expertise, offered with Channel Xcelerate, will help partners increase their revenue in some of the industry's fastest growing markets.

To achieve this, Ixia's new-tiered global channel partner program will focus on increased field engagement, training and support. These include:

- **Financial incentives** that encourage long-term growth and reward success.
- **Partner-focused enablement programs** that help partners win more deals and accelerate profitability.
- **World-Class support** from Ixia sales, technical and marketing experts.
- **An industry-leading ecosystem** of leadership and support.

"We signed up as Ixia's distributor in the Middle East a year ago to provide our resellers with a comprehensive portfolio of end-to-end network visibility solutions," said Jayadevan. K, Director Operations, ComGuard. "The launch of Channel Xcelerate will help us to further support our partners across the region and expand our channel business."

"Ixia is committed to cultivating its channel partner relationships as an integral component of our company's growth, and this united global program is a testament to that commitment," added Cornmesser. "The partner program incorporates Ixia's diverse and evolving suite of products, partner ecosystems and customer bases into a single program, which provides our partners with competitive business opportunities for mutual growth."

About Ixia

Ixia develops amazing products so its customers can connect the world. Ixia helps its customers provide an always-on user experience through fast, secure delivery of dynamic, connected technologies and services. Through actionable insights that accelerate and secure application and service delivery, Ixia's customers benefit from faster time to market, optimized application performance and higher-quality deployments. Learn more at <http://www.ixiacom.com>.

###

Ixia Editorial Contact:

Maria Dahlquist Canton, Head of NVS Marketing EMEA
+44 7714 901 271
mdahlquistcanton@ixiacom.com