

SafeBoot expands global footprint with launch of Middle Eastern network

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SafeBoot, a leading vendor of enterprise-class security software for the protection of data that resides on mobile and portable devices and computers, today announced that it is expanding its international footprint by entering the Middle Eastern market.

SafeBoot has signed strategic distribution partnerships with EMAX Technology and Comsec to help deliver the SafeBoot suite of encryption and access-control technology to businesses throughout the Middle East.

The announcement was made at the Gitex Technology Week, Dubai International Convention and Exhibition Center where SafeBoot is demonstrating its suite of mobile data security solutions in the Zabeel Hall, booth Z-Q3.

According to SafeBoot EMEA Vice President, Jan Van Vliet: "Business in the Middle East is maturing, as are its technology requirements - including the need for comprehensive security solutions. We see this region as a real growth area for SafeBoot and are delighted at our new partnerships. In seeking distributors with a solid understanding of the local IT market, strong focus on security, and an excellent reseller network, we feel that we have secured partnerships with the best in the region."

The partnerships offer customers access to an experienced distribution network throughout the Middle East. Emax Technology has procured resellers such as Emircom, EJADA and Help AG. With these resellers aboard, customers are offered a wide range of professional services and technical support. All staff have been trained to the highest standards on SafeBoot's product range and customer support is available in English and Arabic.

"All SafeBoot partnerships in the Middle East have outstanding professional reputations and have proved their ability at producing sales and providing first-rate support to both customer and partners. By partnering with such well-established and reputable distributors we are confident we will leverage from their extensive market reach, support, expertise and local knowledge, further strengthening our position in the Middle East," said Van Vliet.

Ran Kalsi, senior vice president for EMAX Technology said: "Security in the Middle East is a real growth area and we wanted to provide the region with leading-edge security products. Companies are investing heavily in IT security policy and the protection of their data. We are delighted at our strategic partnership with SafeBoot. We've worked together to craft our go-to-market strategy and with EMAX Technology's regional knowledge, first-rate product knowledge and SafeBoot's superior technology, we have a recipe for success."

SafeBoot, and EMAX Technology will exhibit together at Gitex Technology Week (8-12 September, 2007), on stand Z-Q3 in the Zabeel hall where they will introduce and demonstrate the SafeBoot suite of mobile data security solutions and raffle one free SafeBoot for USB Phantom each day of the event.