StartupFactory, LLC
6114 LaSalle Ave. • Oakland, CA 94611 • (510) 238-0800
www.startupfactory.biz

FOR IMMEDIATE RELEASE

Solera Networks Appoint StartupFactory, LLC For Development Of Channel Reseller Partners Marketing Initiative

Oakland, Calif., 10-15-2012 – StartupFactory, LLC, a strategic communications firm specializing in early stage technology businesses, announced today that they have entered into an agreement with Jordan, Utah-based Solera Networks for the development of their new Reseller Partners Program. The consulting engagement includes program name development, visual branding, messaging and a family of collateral materials.

Reseller program

StartupFactory will begin their consulting engagement with a process whereby they partner with the Solrea Networks marketing team in the development of an appropriate name for the reseller partners program. The naming initiative is an interactive process which will be lead by StartupFactory, LLC president, Robert Goldberg. Naming and messaging will be followed by the creation of a visual identity that both conforms to the existing corporate visual identity standards and suggests a fresh identity for the new reseller program.

The new Solera Nteworks Partner Program will give resellers a unique opportunity to offer their customers a strategy for achieving unmatched visibility, detection and actionable insight of advanced malware, targeted attacks and security breaches. The program will enable qualified partners to capitalize on one of the fastest growing segments of the network and IT security market. "According to Gartner, information security is becoming a big data analytics problem, where massive amounts of data will be correlated, analyzed and mined for meaningful patterns. Investments in additional tools, processes and skills will be required" states Robert Goldberg. "We plan to develop a program to attract the best resellers and to position Solera Networks as the de facto leader in this growing field" ads Mr. Goldberg.

About StartupFactory, LLC

StartupFactory, LLC (www.startupfactory.co) provides the strategic marketing services required by the new and early stage technology business. The company delivers sharply focused guidance specifically targeting the marketing strategy and infrastructure needed at this unique phase of business. The StartupFactory mission is to facilitate market entry using proven tools and techniques that add value to customers' brand and create or increase market awareness.

About Solera Networks

Headquartered in Jordan Utah, Solera Networks is the leading provider of Big Data Security Intelligence and Analytics for Advanced Threat Protection. Global 2000 enterprises, cloud service providers and government agencies rely on Solera Networks for real-time situational awareness, continuous monitoring, advanced malware detection, security incident response, data loss monitoring and analysis, and organizational policy compliance. This allows them to respond quickly and intelligently to advanced threats and zero-day attacks, while protecting critical information assets, minimizing exposure and loss, and reducing business liabilities.

Media contact:
Mr. Robert Goldberg
StartupFactory, LLC
robert@startupfactory.biz.
www.startupfactory.biz