

July 25, 2018



Lifeboat Distribution Partners with Allot Communications

Lifeboat to sell Allot's multiservice platform for improved customer service with enhanced visibility, policy control, and DDoS mitigation

EATONTOWN, N.J., July 25, 2018 (GLOBE NEWSWIRE) -- Lifeboat Distribution, the international value-added distributor for emerging technologies and subsidiary of Wayside Technology Group, Inc. (NASDAQ:WSTG), announced today a distribution agreement with Allot Communications, a leading global provider of innovative network intelligence and security solutions for service providers and enterprises worldwide to help them recruit, build and power multinational solution provider networks and drive incremental sales that complement existing sales channels.

Lifeboat will supply the Allot Secure Service Gateway (SSG) unified solution to its North American Enterprise and ISP customers. The Allot SSG solution includes real-time network intelligence, application control, DDoS protection, and web security solutions across the entire network, providing end-to-end visibility of all network traffic, and enhancing Quality of Service (QoS) and user Quality of Experience (QoE).

"We're bringing Allot's visibility, control, and security solutions to the North American market to help combat the rise and size of cybersecurity threats, including DDoS attacks," said Brian Gilbertson, Vice President and General Manager at Lifeboat Distribution. "North America is notoriously known for attracting cybercriminals and to this day remains a large target. Allot has demonstrated itself to be a world leader in this domain, and its SSG solution has huge potential in this market to better protect our Enterprise and ISP customers and partners, while giving them the opportunity to generate incremental revenue."

"Our relationship with Lifeboat is very timely — cybercrime is now one of the largest financial criminal activities worldwide," said Aviel Sivan, Vice President Channel Development & Sales Operations at Allot. "With more reliance on connectivity, cybercrime will only get worse. Our granular DPI technology ensures robust protection against a rapidly evolving DDoS threat landscape and offers a new level of network bandwidth intelligence, giving resellers an opportunity to improve security posture and overall customer satisfaction."

Those interested in distribution services and solutions should contact Lifeboat by phone at +1.800.847.7078 (US), or +1.888.523.7777 (Canada), or by email at sales@lifeboatdistribution.com.

ABOUT LIFEBOAT DISTRIBUTION

Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ:WSTG), is an international value-added distributor for virtualization/cloud computing, security,

application and network infrastructure, business continuity/disaster recovery, database infrastructure and management, application lifecycle management, science/engineering, and other technically sophisticated products. The company helps vendors recruit and build multinational solution provider networks, power their networks, and drive incremental sales revenues that complement existing sales channels. Lifeboat Distribution services thousands of solution providers, VARs, systems integrators, corporate resellers, and consultants worldwide, helping them power a rich opportunity stream and build profitable product and service businesses. For additional information visit www.lifeboatdistribution.com, or call 1.800.847.7078 (US), +1.732.389.0037 (International), +1.888.523.7777 (Canada), or +31.20.210.8005 (Europe). Follow Lifeboat Distribution on LinkedIn, Facebook and Twitter @LifeboatVAD.

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ABOUT ALLOT COMMUNICATIONS

Allot Communications Ltd. (NASDAQ:ALLT) (TASE:ALLT) is a provider of leading innovative network intelligence and security solutions for service providers worldwide, enhancing value to their customers. Their solutions are deployed globally for network and application analytics, traffic control and shaping, network-based security services, and more. Allot's multi-service platforms are deployed by over 500 mobile, fixed and cloud service providers and over 1000 enterprises. Their industry leading network-based security as a service solution has achieved over 50% penetration with some service providers and is already used by over 20 million subscribers in Europe. Allot. See. Control. Secure. For more information, visit <https://www.allot.com>.

Stay up to date with the latest trends in enterprise and ISP security by checking out Allot's blog: <http://blog.allot.com/>

Follow Allot on Twitter: @allotcomms

Follow Allot on LinkedIn: <https://www.linkedin.com/company/allot-communications/>

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Primary Logo

A rectangular box with a thin black border, serving as a placeholder for the primary logo.

Source: Lifeboat Distribution