



# Netintelligence sponsors American Alliance of Service Providers

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*Netintelligence offers US based ISPs the opportunity to offer Parental Control & Internet Security products to their broadband/dsl subscribers via platinum partner relationship with the American Alliance of Service Providers*

PR9.NET August 18, 2005 - Netintelligence has today announced that it has become a platinum sponsor of the American Alliance of Service Providers, the organisation that represents the commercial interests of over 600 ISPs in the USA.

Joe McPhillips, the Netintelligence Head of Channel Development, said that the company recognises the opportunity to expand its sales potential in the USA by leveraging a strategic relationship with AASP. "The Alliance collectively brings to the table more than 5.3 Million US consumers and businesses, presenting us with a valuable potential market for our product set." "Over the next few months, we will work with the Alliance to actively promote our products into their membership base using a mix of marketing initiatives" added McPhillips.

Corrina Wolfe, SVP Design & Development commented "AASP has partnered with many Vendors to offer AASP members a comprehensive range of products and services and we are delighted to announce our relationship with Netintelligence". The Netintelligence Home & Business Editions will provide AASP members with a unique security and parental control offering.

"As the largest independent ISP Association in North America, AASP's goal is to support the independent ISP, to unite as many ISPs as possible and leverage that strength to the benefit of the membership, Netintelligence is a key part of that" added Wolfe.

The Netintelligence range of Internet Security products has been specifically developed for deployment by Service Providers seeking to derive additional value added revenues from their broadband/DSL consumer and SME customer bases. The product set requires minimal integration with existing platforms, can be re-branded and marketed as a stand alone retail proposition or as part of a bundled DSL package and provides comprehensive management reporting and support. Netintelligence is available in an 'off the shelf' format as is possible - enabling Service Providers to add the products to their portfolios within 15

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## About American Alliance of Service Providers

Based in Virginia, the American Alliance of Service Providers is an organization that was set up to join together ISPs in a unified front. The AASP membership has grown to over 800 US based ISPs. These ISPs collectively bring to the table more than 5.3 Million consumers and take a collective number of Web Hits per month to the tune of 220 Million and employ over 8,400 people.

## About Netintelligence

Netintelligence is leading the market in delivering web based fully managed, internet security services for consumers and businesses. Netintelligence offers the next generation of internet security products - the 'Online' security service. It provides a comprehensive internet security service delivered direct to the endpoint via the internet connection, protecting laptops and desktops and enforcing policies in real time, regardless of whenever or wherever they connect to the web

<b>Phone:</b>	+44 (0) 141 931 6400
<b>FAX:</b>	+44 (0) 141 931 6795
<b>Website:</b>	<a href="http://www.netintelligence.com">http://www.netintelligence.com</a>
<b>E-Mail:</b>	<a href="mailto:info@netintelligence.com">info@netintelligence.com</a>
<b>Address:</b>	Lister Pavilion Kelvin Campus Glasgow United Kingdom