



BridgeHead Software and Avnet Technology Solutions to Deliver Storage Solutions for the Healthcare Market

Stanton & Associates, February 20, 2008

URL: <http://www.pr9.net/comp/software/7399february.html>

The healthcare market opportunity for storage solution providers depends not only on market-tested technology, but market-specific knowledge, comprehensive channel training and education programs, and pre- and post-sales support.

PR9.NET February 20, 2008 - Woburn, MA., BridgeHead Software, developer of Enterprise Data Archiving software, and Avnet Technology Solutions, a value-added distributor of enterprise computing products, embedded subsystems, software and services and an operating group of Avnet, Inc. (NYSE:AVT), today announced a worldwide distribution agreement to be implemented initially in the U.S. Under this agreement, BridgeHead's Archiving and Backup Software products will now be available through Avnet's channel partners, with an initial emphasis on the healthcare market.

"Opportunities for technology resellers are growing in all vertical markets that are subject to regulatory and corporate compliance oversight," said Ryan Witt, senior vice president, sales & marketing, BridgeHead Software. "This is particularly true in the healthcare market where there are rapidly growing needs for secure management and protection of electronic patient medical records and high resolution medical imaging. Disaster recovery data protection and data security are key requirements for any healthcare institution and are called out specifically by HIPAA (Health Insurance Portability and Accountability Act)."

"BridgeHead Software has experienced rapid growth in the North American healthcare market, largely as a result of its long-established relationship with MEDITECH and the integration of its software offering with MEDITECH's Healthcare Information System and ISB/IDR requirement (Integrated Serverless Backup/Integrated Disaster Recovery). Our new relationship with Avnet will allow us to build on that market success and to expand into other verticals. Avnet and its channel partners will now be able to resell market-proven data management solutions that can be deployed out-of-the-box, on virtually any storage hardware platform, as part of a complete healthcare technology solution," said Witt.

"The need for data protection and disaster recovery solutions is growing at a tremendous pace, particularly in healthcare," said Tony Vottima, vice president of vertical market solutions at Avnet Technology Solutions, Americas. "Healthcare is a highly specialized market that requires a deep level of expertise and knowledge which can take years to acquire. To address the needs of Avnet's channel partners, we launched our HealthPath practice in March 2006. Avnet HealthPath provides in-depth pre- and post-sales support, along with comprehensive sales training and market-specific technology solutions such as BridgeHead's Enterprise Data Archiving and Information Lifecycle Management products. These resources combine to help our channel partners provide the solutions that their healthcare customers urgently need."

Avnet HealthPath provides the expertise, resources and solutions that Avnet's channel partners need to accelerate the delivery of solutions for the healthcare market. The practice includes: HealthPath University - an intense three-day educational seminar, assessment tools to identify the IT needs of customers, industry-leading data management solutions like those from BridgeHead Software, medical-certified integration and design facilities, expert training, and a broad range of sales and marketing offerings to help solution providers understand the needs of healthcare providers and go to market faster and at a lower cost.

BridgeHead Software is storage hardware agnostic. Having established relationships with the major storage hardware platforms, including EMC, IBM, HP, Plasmon, and Sun, Avnet VARs and systems integrators can create and deliver custom technology solutions that are market-tested and proven to deliver value to healthcare, finance, government, education, and other vertical markets and customers.

Media Contacts:

For BridgeHead Software
Grace Stanton
Stanton & Associates Public Relations
gpstanton@stantonpr.com
303-520-4524

For Avnet
Marcia Chapman
Brodeur for Avnet Technology Solutions
MChapman@brodeur.com
602-808-1169

###

About BridgeHead Software

Established in 1994, BridgeHead Software is focused on developing enterprise storage management software to enhance the ways in which organizations control their data and storage infrastructures. The company offers an intelligent approach to investing in and deploying enterprise data storage and simplifying related administrative processes. A key part of the BridgeHead Software

philosophy, is remaining storage and vendor agnostic, enabling it to tie into customers' current and future mix of storage platforms. By the same token it recognizes that software solutions have to integrate with and maximize the underlying storage, workflow and business processes that surround customers' information. To address this, BridgeHead Software has developed strong relationships with key storage and application technology vendors as well as leading systems integrators and providers of valued added services, enabling it to deliver fully integrated solutions.

About Stanton & Associates

Technology Based Public Relations & Marketing Services Firm

Phone: 303-520-4524
Website: <http://www.stantonpr.com>
E-Mail: mrieger@stantonpr.com

[PR9.NET - Your Free Press Release Service](#)