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## **VKernel Named a *CRN* Emerging Tech Vendor**

*Developer of unique virtual appliances for solving critical systems management issues in virtual data center environments recognized for innovative technology and channel commitment*

**PORTSMOUTH, N.H., June 30, 2008** – VKernel Corporation, a provider of easy-to-use and quick-to-deploy virtual appliances for managing virtual server environments, today announced it has been selected by Everything Channel as a *CRN* Emerging Tech vendor for its suite of virtual appliances for managing virtual data centers. *CRN*'s Emerging Tech list captures companies that are delivering high margins for solution providers with innovative and easy-to-use technology that undercuts industry giants.

The VKernel Virtual Appliance Suite for Systems Management is a set of innovative, “plug-and-play” virtual appliances designed to quickly address real world systems management challenges as organizations migrate to VMware ESX virtual data center environments. VKernel products enable IT groups to immediately solve today's critical pain points by providing visibility into the capacity and resource consumption of each virtual machine. VKernel is currently offering a Chargeback Virtual Appliance for gaining cost visibility and implementing chargeback, and a Capacity Bottleneck Analyzer Virtual Appliance for identifying and eliminating capacity bottlenecks.

The VKernel Global Channel Partner Program delivers comprehensive resources to support its partners throughout the sales cycle. The program is designed to make partners successful as they build solutions, consulting engagements, and systems integration with the strength of complimentary VKernel products and industry expertise.

According to the *CRN* Emerging Tech Survey, the top reasons solution providers add emerging technologies include: the technology is superior to other products in the market segment; the technology compliments a solution providers' existing practice areas; emerging vendors provide better services opportunities; emerging vendors pay better attention to partners; emerging vendors offer higher margins, customers want alternative product choices; and emerging vendors have better joint marketing programs. In addition, 61 percent of solutions providers surveyed plan to increase the number of emerging technology vendors they partner with in the next 12 months.

"New and innovative vendor partners can help spur profitable new ideas that Solution Providers can use to build revenue and customer loyalty, and the *CRN* Emerging Tech list is where Solution Providers go to find these vendors," said Robert C. Demarzo, senior vice president and editorial director, Everything Channel editorial.

Vendors who make the *CRN* Emerging Tech list must have an established solution provider program and formal guidelines for recruiting channel partners. They must demonstrate that its direct sales mix is trending down as evidenced by the company's revenue history, a channel positive or channel neutral strategy for internal sales compensation, and not be a dominant market share player. Final selection to the Emerging Technology list was made at the discretion of the *CRN* editorial team after a review of the submitted information and conversations with current or targeted partners.

"We're honored to be selected as a *CRN* Emerging Tech Vendor highlighting the excellence of our solutions as well as our commitment to providing our partners with the resources they need to be successful," said Alex Bakman, founder and CEO of VKernel. "The rapid growth of VKernel's award-winning systems management solutions for virtual data centers is being driven by solid relationships with our partners. This recognition by *CRN* further validates VKernel as an emerging technology market leader."

#### **About VKernel**

Based in Portsmouth, NH, VKernel is dedicated to developing best-of-breed virtual appliances that enhance performance, lower costs, and simplify management of virtual environments of all sizes. As a member of VMware's Technology Alliance Program, VKernel offers the industry's only VMware certified virtual appliances for analyzing capacity, chargeback, and cost visibility. For more information, visit [www.vkernel.com](http://www.vkernel.com).

#### **About CRN**

*CRN* provides solution providers and technology integrators with the crucial information and analysis they need to drive their company's sales. As an advocate for and voice of the IT channel, solution providers turn to *CRN* first for immediate information. Celebrating its 25th year, *CRN* is the most trusted source for channel professionals. *CRN* can be found on the web at [www.channelweb.com](http://www.channelweb.com).

#### **Everything Channel ([www.everythingchannel.com](http://www.everythingchannel.com), [www.channelweb.com](http://www.channelweb.com))**

Everything Channel, formerly CMP Channel, is the global leader in technology sales and serves as the one stop shop for the sales channel that drives 75 percent of technology sales throughout the world. IT suppliers and Solution Providers turn to Everything Channel to manage and accelerate their business. Everything Channel provides the answer to strategy and branding, online marketing, research/market intelligence, lead generation, branded and custom events, education and workflow tools targeted to those who buy and sell through the Channel. Everything Channel is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$2.5 billion.

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