

## **EarthBend Expands Distribution Portfolio with Addition of SimpleWAN Cloud-Based Internet Firewall**

***Delivers Network Security Protection and Monitoring as an Affordable Managed Service***

**SIOUX FALLS, S.D., July 23, 2015** — [EarthBend](#), a premier value-added distributor of business telecommunications and IT solutions, today announced that it has expanded its distribution portfolio to include the [SimpleWAN](#) hosted firewall service. The SimpleWAN solution delivers real-time intrusion defense as well as cloud management, Virtual Multiple Protocol Layer Switching (vMPLS) technology, and support for key compliance regulations, including the Payment Card Industry Data Security Standards (PCI DSS) and Health Insurance Portability and Accountability Act (HIPAA).

“Our distribution partnership with SimpleWAN enables EarthBend to provide its channel partners with a next-generation, professionally managed offering for addressing network security,” said Ryan Donovan, general manager and vice president of sales and service at EarthBend. “With the growing prevalence of corporate data security breaches, the SimpleWAN service is an especially timely and relevant technology addition that should be well received by our reseller partners and their customers.”

SimpleWAN is a subscription and hardware-based firewall designed for small, medium and enterprise level businesses. Via the SimpleWAN platform, IT specialists can track real-time statistics and key network health indicators, such as temperature, traffic, latency and link connectivity, across multiple devices from an easy-to-use centralized dashboard.

“SimpleWAN offers a truly innovative system for defending against security breaches and ensuring compliance with regulatory mandates like PCI and HIPAA,” said Erik Knight, chief executive officer of SimpleWAN. “We look forward to introducing EarthBend’s channel partners to the SimpleWAN solution and the many network security advantages it offers to their customers.”

### **About EarthBend:**

EarthBend has been distributing telephony peripherals and IT solutions to a vast group of telecommunication resellers since 1993. In addition to its North American distribution footprint, EarthBend has been serving clients directly in the Midwest for 32 years. Today, EarthBend serves as an extension of its 3,000 plus customers, providing highly qualified engineers with key certifications from some of the largest voice, data and technology manufacturers in the industry. EarthBend’s offerings are highly scalable, secure, easily managed and optimized to meet evolving customer needs, and with an extreme focus on delivering cost-effective solutions and best-in class customer satisfaction. For more information, please visit [www.earthbend.com](http://www.earthbend.com).

### **About SimpleWAN:**

SimpleWAN is a cloud-based security monitored firewall designed for IT and Service Providers that is headquartered in Phoenix, Arizona. This technology allows service providers to locate, monitor, manage and quantify Broadband Internet connections. The SimpleWAN solution gives carriers and managed service providers the tools to increase their customers’ retention with advanced security monitoring and troubleshooting tools at a very low cost. SimpleWAN won Product of the Year for 2012 and 2014 by TMC Magazine. For more information, please visit [www.simplewan.com](http://www.simplewan.com).

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