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DESlock Announces New Channel Manager

- Kevin Percy joins DESlock as DESlock prepares to boost its channel and launch a new deal registration programme

Taunton, UK 17th September 2012: DESlock Limited, the UK leader in data encryption solutions, announced today that it has appointed Kevin Percy as its new channel manager responsible for DESlock's reseller and partner programme. Kevin will use his proven skills to develop and grow new and existing channel partner relationships within the security, encryption and software industry, and will manage DESlock's new deal registration programme. Kevin joins DESlock from antivirus and Internet security company ESET UK, and has an established track record in territory and key account management and partner sales in the security space.

Moving forward DESlock is keen to ensure that it increases traction with its current DESlock partners and distributors, and that it builds a relationship and increases brand awareness with VARs and resellers who are not yet signed up to its partner programme, but are buying through distribution. DESlock aims to build a direct relationship with resellers as it expands its existing partner base.

Kevin Percy UK Business Development Manager comments: "We recognise that the channel is going to be our most important route to market and will help us build the DESlock brand in the UK and Ireland. We have 15 resellers signed up to our current partner programme and we also use two distributors Sigma and C.M.I. We also know that other resellers offer our solutions by purchasing through distribution, so the number of VARs selling our products could be anything up to 100. David Tomlinson, Managing Director for DESlock Ltd comments: We are pleased that Kevin is coming on board to help us develop a more comprehensive and attractive channel programme that will enable us to grow the channel, as this is where we see the bulk of our opportunities coming from. We are also announcing a new channel and deal registration programme which Kevin will manage."

Partners that deal direct with DESlock will immediately earn a 20% margin. If the deal is closed and delivered this could go up to 30%. DESlock is also introducing a new deal registration programme where resellers that register a genuine deal with DESlock, which meets the registration criteria, will get paid 10%. If the deal is then closed, reseller will receive a total 30% margin.

David Tomlinson continues: “We want to incentivise resellers so that they don’t just come to us for a price but they really engage and work with us to close the deal. We win 80% of the opportunities where we can go into a prospect and deliver a demo, so it is really important that we are working closely with the resellers to ensure that we maximise any opportunities that they bring to us.”

DESlock’s flagship product Deslock+ was launched in 2006 and offers simple yet powerful data encryption, helping organisations protect against all types of data breach and allows fully secure collaboration across complex workgroups and teams. DESlock+ has achieved many industry accolades including SC Magazine's 'Best Buy', Computing Security Awards Encryption Product of the Year and was a finalist in Network Computer Awards Security Product of the Year.

To find out more about the company and its products, please visit: www.deslock.com, or call 0808 100 1233.

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Notes to Editors

DESlock Limited launched into the UK market in April 2012 under its own identity, having previously been part of Data Encryption Systems Ltd (DES). DESlock Ltd, raised £0.5 million in growth capital through Shackleton Ventures, Silver Cloud Ventures Ltd, directors and staff to purchase the rights of sale for award winning encryption and Data Leakage Prevention tool DESlock+. DESlock Ltd markets and supports products used by tens of thousands of businesses worldwide to protect applications, copyrighted materials, medical records, government files and other confidential and personal information. The company’s flagship product, DESlock+, has been awarded SC Magazine’s Best Buy for three successive years and was also the winner of Computing Security’s Encryption Product of the Year.