triCerat Partners with Australian Distributor, Debuts at iForum 2010 in Sydney

triCerat partners with TrackItOnline to offer its services to Australian customers.

Columbia, MD (BizHWY) June 23, 2010 - triCerat Inc. continues to build their global distribution network by partnering with TrackItOnline, a leading software distributor in Australia and New Zealand. TrackItOnline specializes in desktop virtualization, IT management, application optimization, and reporting. triCerat's cost effective and easy-to-use desktop management software solutions and relationship with Citrix make the partnership a smart and useful fit for both companies.

"It's the most positive response we've seen from our partners. There are alternatives in the market, but they're expensive and complicated. triCerat is simple to administer," said Phil Lancaster, Director of TrackItOnline.

Omar Kechrid, triCerat's International Sales Manager, affirms that belief stating, "Phil Lancaster and the TrackItOnline team bring years of experience and will prove vital in triCerat's growth in Australia. We're very excited about investing in the Australian market and feel this partnership will help us in our mission in making VDI easier to manage, regardless of location."

iForum 2010 in Sydney Reveals Print and Profile Management Market
TrackItOnline and triCerat's International Sales Team had a great week at iForum in Sydney.

"We have received overwhelming interest in our printing and profiles solutions at the Sydney iForum," said Mr. Kechrid after the show. "Australian customers are eager for more choices in desktop management solutions and triCerat's presence will certainly bring that, not to mention lower cost tools with a focus on simplicity!"

About triCerat

Founded in 1997, triCerat develops software that simplifies and enhances the operation of workspace environments. The company's flagship product, Simplify Suite, is a comprehensive package of integrated server management tools that boost the manageability, reliability, performance, and security of Microsoft Terminal Services, workstations, and virtual environments. Licensed by over 8,000 customers worldwide, Simplify Suite creates significant ROI by reducing support and hardware costs while increasing user productivity. triCerat also offers tools for printing with terminal server and Citrix printing solutions for companies.

Visit http://www.tricerat.com for more information, download a FREE 30-day trial, or schedule a demo.

Web Site: http://www.tricerat.com

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