



## Company Backgrounder

### **Corporate Overview**

Foresight: Dataprobe's vision is to help corporations:

- Simplify remote site management
- Maximize resources
- Reduce expenses
- Increase productivity

Dataprobe is a leading manufacturer of innovative technology solutions for today's demanding remote site management environment. Since 1969, Dataprobe has been providing communication managers, OEM developers and direct consumers with innovative remote technology products that help make their jobs easier, businesses more successful and overall work environment more productive. By listening to their customers' needs, Dataprobe provides specific product customization and devoted customer service.

Dataprobe offers an innovative product line to meet the high demands of the remote technology industry including remote reboot and power control, redundancy and failover switching, alarm reporting and site monitoring. The company recently launched the iBoot, a compelling solution that remotely monitors, manages and controls corporate and personal computing devices and other electronic equipment.

Led by industry veteran David Weiss, Dataprobe, serves over 4,000 customers worldwide in the remote technology market sector. The company continues to lead the remote site management industry by leveraging their core expertise combined with their skilled research, engineering, sales and customer service professionals.

### **Product Overview**

The iBoot is a single outlet device that remotely monitors, manages and controls corporate and personal computing devices and other electronic equipment. It allows remote equipment such as servers, routers, workstations and kiosks to be rebooted or power controlled over an IP network using a Web browser. Because the iBoot can monitor any IP device on the network and take automatic action whenever the device fails, companies benefit from not having to send out a technician each time their system is down. The iBoot is an ideal solution for corporations with geographically dispersed computing systems. It is a cost-effective, easy-to-use, off-the-shelf product that retails for approximately \$275 and is sold via Dataprobe's Web site and through reseller channels.

## **Customer Service**

Dataprobe prides itself on its high level of commitment to its customers, from pre-sales technical advice to post-sales installation support. Dataprobe builds each product with the highest degree of quality possible. They run inspection tests and configure each and every product to ensure that they perform to the customer's expectations. If a problem or question should arise, Dataprobe's engineering, sales and technical support teams are on call and work together to give customers unsurpassed assistance to solve problems in a timely manner. Dataprobe also offers customization of existing products and engineering and development of new products for OEM relationships. Dataprobe provides solutions for a wide variety of applications and has the expertise to develop additional features and functionality to meet their customers' needs. .

## **Infrastructure**

Dataprobe has built a solid operational structure with a high level of custom capabilities. This innovative approach and agility in product development is the foundation that has helped shape their success with the OEM market and develop their reputable reseller program. Today, Dataprobe has several high profile reseller channels that help the company reach both horizontal industry and vertical markets.

With concrete OEM and reseller programs in place and with a recent upgrade of the iBoot product, Dataprobe has recently seen great success in three specific areas for the iBoot. Since this success, Dataprobe has chosen to target the following markets:

- Kiosk Market
- Wireless (Hi-Fi) Market
- Monitoring Services (manage remote sites and/or networks)

## **Partners & Reseller Affiliates**

In an effort to build brand recognition and to increase awareness of the iBoot amongst consumers, Dataprobe has chosen to align themselves with several high profile resellers throughout the country. They have established and maintained a profitable and trusted reseller program for their product line. Today, these resellers, such as Alliance Systems, Falcon technologies, KVM Switches Online, JB Connexions, Manifest Electronics, Nihon Dynetcom and Open Access Systems help drive Dataprobe's product sales and help contribute to the success of the company. Dataprobe continues to grow their OEM outreach and to partner with reputable vendors in order to increase their sales and product awareness.