



## PRESS RELEASE

**Contact: Morgan Seegert**

ATTO Technology, Inc.

[mseegert@attotech.com](mailto:mseegert@attotech.com)

Phone: +1 (716) 691-1999 x265

Fax: +1 (716) 691-9353

**FOR IMMEDIATE RELEASE**

### **ATTO Partners with JB&A As Value Added Distributor**

*JB&A to help expand ATTO's channel network, train and certify partners and offer value added services to help partners ensure success.*

**Amherst, NY (August 13, 2014)** – [ATTO Technology, Inc.](#), a global leader of storage, network connectivity and infrastructure solutions for data-intensive computing environments for more than 25 years, today announced that it has signed a new channel distribution agreement with JB&A Distribution, the well-established experts in media management and IP video distribution. JB&A will distribute ATTO's complete portfolio of products that supports the ever increasing demands of higher resolutions, multiple formats and complete integration with a company's IT infrastructure in order to create and monetize content. JB&A's strategic initiatives combined with its established channel network will help ATTO expand its market reach and strengthen its presence in North America.

"We are excited to represent the recognized leader in storage and network connectivity for the media market and the only company that can support the entire content creation and revenue chain, from workgroup to enterprise," said Jeff Burgess, JB&A CEO. "Their market-proven product innovations enhance our existing portfolio and add additional value to our digital media and video management and distribution solutions."

ATTO's growing portfolio of certified, tested and market proven products, which includes the new [Thunderbolt™ 2 Desklink Devices](#), [FibreBridge™ 7500 Storage Controllers](#), [ExpressSAS™ HBAs](#) and [RAID Adapters](#) and [Celerity™ Gen 5 Powered Fibre Channel](#) line of products, will be immediately available through JB&A's growing network of solution providers.

Since 1996 JB&A has focused on building trusted relationships with its technology partners, by creating end-to-end media management and IP video distribution solutions for video professionals. In collaboration with both technology manufacturers and resellers, JB&A is able to customize end-to-end workflow solutions to meet the evolving needs of the media and broadcasting industries throughout North America.

As ATTO's distribution partner, JB&A will provide value-added services and conduct focused channel development including solutions training, certifications, systems design and architecture, implementation support and services. In addition, this new partnership will actively support ATTO's expanding [Accelerate™ Partner Program](#), offering resellers a higher level of engagement that incorporates qualified and certified solutions with industry leading workstation, server and storage application providers.

"We are pleased to be working with a highly focused distribution partner like JB&A, as they bring ATTO products to their growing portfolio of solution providers," said Jeff Marks, director of worldwide channel sales at ATTO Technology, Inc. "JB&A's technical expertise, specialized capabilities in media asset management solutions and creative go to market approach will help ATTO further extend its leadership in the video industry."

**To purchase ATTO products through leading Value Added Resellers, System Integrators and the ATTO Web Store. Learn more: <http://www.attotech.com/howtobuy/>.**

**Follow ATTO on [Twitter](#)**

**Follow ATTO on [LinkedIn](#)**

**Like ATTO on [Facebook](#)**

#### **About ATTO Technology, Inc.**

ATTO Technology, Inc. is a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments. ATTO provides a wide range of solutions to help customers store, manage and deliver their data more efficiently. With a focus toward markets that require higher performance, ATTO manufactures host and RAID adapters, converged network adapters, bridges, switches, RAID storage controllers, and management software. ATTO solutions provide connectivity to all storage interfaces including Fibre Channel, SAS, SATA, iSCSI, FCoE, 10GbE and Thunderbolt. ATTO distributes its products worldwide directly to Original Equipment Manufacturers (OEMs), systems integrators, VARs and authorized distributors. Contact ATTO Technology, Inc. world headquarters at: 155 CrossPoint Parkway, Amherst, New York 14068; Phone: +1 716 691 1999; Fax: +1 716 691 9353; Website: [attotech.com](http://attotech.com).

#### **About JB&A**

Founded in 1996, JB&A is a leader in the field of video management and distribution dedicated to bringing the most innovative and complete MAM, DAM, IPTV, Streaming and Digital Signage technology solutions to market. JB&A is a unique mix of Consultant, Channel Partner, Solutions Provider and Distributor with an ecosystem of certified, tested and proven products and workflow solutions. Staffed by industry experts, JB&A provides customized training and support guiding clients through every step of their purchase process from presale to post to future growth. JB&A — a true Technology Partner.

*All trademarks, trade names, service marks, and logos referenced herein belong to their respective companies.*

###