



FOR IMMEDIATE RELEASE

## **Lifeboat to Distribute Actian Software**

*Agreement will expand Actian's partner community for its industry-leading Big Data analytics and IoT edge database solutions*

**Eatontown, NJ (October 18, 2018)** — Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG) and international value-added distributor for disruptive and emerging technologies, announced today a distribution agreement with Actian Corporation, a hybrid data solutions company that offers enterprise-class software for managing, connecting and analyzing data for superior performance, insights and business outcomes.

Lifeboat will sell Actian's portfolio of industry-leading offerings including the Actian Zen Edge Database, the premier modular, multi-platform, small footprint database management system for IoT and embedded use cases as well as the Actian Vector analytics database, a powerful high-performance vectorized database that delivers breakthrough Big Data analytics on Hadoop and in the cloud. Through the deployment of innovative software, underpinned by a relentless and trusted service commitment, Actian's solutions ensure that business critical systems can transact and integrate at their very best – in the data center, in the cloud and at the edge.

“With the volume of diverse forms of streaming and operational data exponentially increasing, it is imperative that we provide Actian's hybrid data solutions to address the data management and analytics needs of our partner community,” said Brian Gilbertson, Vice President and General Manager at Lifeboat Distribution. “In our experience, modern enterprises who are digitally transforming their business processes and operations need tools that can integrate with their existing data warehouse environments to better manage speed of decision making and complexity of growing data. Actian is a consummate example of this new class of strategic partnership that Lifeboat seeks to offer its expanding global reseller community.”

“We see Lifeboat Distribution as an integral partner for us as we continue to expand our channel program to reach customers globally in IT operations, application development and data science,” said Lisa McKenna, Vice President of Channel Sales and Business Development, Actian. “With Actian, Lifeboat Distribution can provide industry-leading, innovative data management and analytics offerings to help customers activate their data and accelerate their business transformation in a comprehensive and straightforward fashion.”

Those interested in distribution services and solutions should contact Lifeboat by phone at +1.800.847.7078 (US), or +1.888.523.7777 (Canada), or by email at [sales@lifeboatdistribution.com](mailto:sales@lifeboatdistribution.com).

## **ABOUT LIFEBOAT DISTRIBUTION**

Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG), is an international value-added distributor for virtualization/cloud computing, security, application and network infrastructure, business continuity/disaster recovery, database infrastructure and management, application lifecycle management, science/engineering, and other technically sophisticated products. The company helps vendors recruit and build multinational solution provider networks, power their networks, and drive incremental sales revenues that complement existing sales channels. Lifeboat Distribution services thousands of solution providers, VARs, systems integrators, corporate resellers, and consultants worldwide, helping them power a rich opportunity stream and build profitable product and service businesses. For additional information visit [www.lifeboatdistribution.com](http://www.lifeboatdistribution.com), or call 1.800.847.7078 (US), +1.732.389.0037 (International), +1.888.523.7777 (Canada), or +31.20.210.8005 (Europe). Follow Lifeboat Distribution on LinkedIn, Facebook and Twitter @LifeboatVAD.

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## **ABOUT ACTIAN**

Action, the hybrid data management, analytics and integration company, delivers data as a competitive advantage to thousands of customers worldwide. Through the deployment of innovative hybrid data technologies and solutions Action ensures that business critical systems can transact and integrate at their very best – on premise, in the cloud or both. Thousands of forward-thinking organizations around the globe trust Action to help them solve the toughest data challenges to transform how they run their businesses, today and in the future. For more, visit <http://www.action.com>. *“Action” and “Activate your Data” are trademarks of Actian Corporation and its subsidiaries. All other trademarks, trade names, service marks, and logos referenced herein belong to their respective companies.*

Follow Action on Twitter at @actiancorp, LinkedIn, or via their Facebook page.

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