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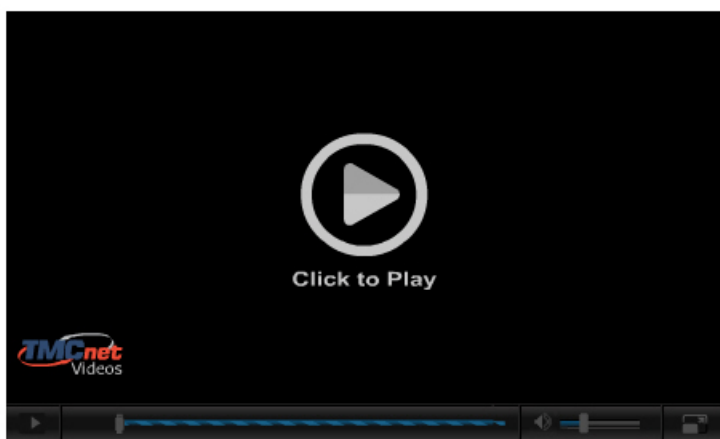
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## Alpha Coyote Kish Discusses Coyote Point's Latest News

By [David Sims](#)[TMCnet Contributing Editor](#)

At New York Interop 2010, TMC's CEO, Rich Tehrani, had the chance to interview Bill Kish ([News - Alert](#)), who has the coolest job title we've seen in a long time. He's the "Alpha Coyote" at Coyote Point Systems, a provider of application delivery and acceleration products for the small to midsize business market, in what used to be called the "load-balancing" space.

During the interview, Kish put the issue rather starkly: "You can either keep buying bigger and bigger servers every year," or do something less costly and more efficient.



In October, TMC ([News - Alert](#)) [reported](#) that Coyote Point announced that its Equalizer Certification Training Program is now available to its partners in Europe, the Middle East and Asia Pacific. After a successful North American program launch, Coyote Point recently held its first Certification Training in Europe with French distributor, Ipsteel. The event was held in the La Defense offices of Altitude Telecom ([News - Alert](#)), an international hosted services provider.

Tehrani touched on the issues of customer satisfaction addressed by Coyote Point's technology as well, saying anything a company can do to keep its customers from thinking "I wish I didn't buy," or "I wish I'd bought from someone else" is smart, and discusses with Kish the ROI companies can see from using Coyote Point's products and approaches.

Coyote Point's acceleration and load balancing products are designed to let IT personnel have greater control over their web and application servers. Coyote Point's Equalizer, Envoy and VLB products provide a combination of "performance, affordability and ease of use offering 24/7 server high-availability, optimized server and WAN performance, flexible scalability and secure application," the Coyotes say.

*David Sims is a contributing editor for TMCnet. To read more of David's articles, please visit his [columnist page](#). He also blogs for TMCnet [here](#).*

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