

# ADARA Networks Signs Distribution Agreement With Tech Data Corporation

ADARA Networks Will Debut Its Best-in-Class Technologies and Services at Tech Data Channel Link, September 14 - 16, 2011



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SAN JOSE, CA--(Marketwire -09/14/11)- [ADARA Networks](#) announces further commitment to the channel with a new distribution partnership with [Tech Data Corporation](#) (NASDAQ: [TECD](#) - [News](#)), a recognized leader in providing technology solutions to customers and partners around the world. As the provider of a unique product platform that virtualizes the entire network, ADARA helps companies prioritize network traffic, enable on-demand scalability and create interoperability across different networks.

"Channel partners are the driving force of our business-to-business sales model, and our relationship with Tech Data takes that strategy to an important new level," said Jay Dosanjh, Director, Worldwide Channel Sales, ADARA Networks. "Tech Data's excellent reputation and established customer base make them an ideal partner to help us extend the reach of our unique products and solutions to tens of thousands of Tech Data's value-added reseller customers."

ADARA Networks' [ADARA Advantage Partner Program](#) is a two-tier program designed to make it easy and profitable for solution providers to sell ADARA's products. By joining the ADARA Advantage Partner Program, partners will be able to help customers see the following benefits -- without changing their existing infrastructure:

- Increased performance of existing infrastructure through a single integrated platform
- Scalability on-demand and within budget for new divisions and services
- Availability of every network resource at maximum capacity
- Extensibility to fully realize virtualization and cloud strategies
- Security through the total ability to control and protect the network

"We're pleased to add ADARA Networks to our offering in Tech Data's Advanced Infrastructure Solutions (AIS) division," said Chuck Bartlett, Vice President and General Manager of AIS for Tech Data. "ADARA products are engineered for optimization, virtualization and overall increased performance, offering our reseller customers advanced products to solve today's most pressing business and networking challenges while helping to grow their businesses."

ADARA Networks invites Tech Data Channel Link attendees to learn about how its technologies are engineered to meet today's most pressing business, IT, computing, and networking challenges. To request a one-on-one meeting with ADARA during Channel Link, email: [partner@adaranetworks.com](mailto:partner@adaranetworks.com). In addition, ADARA invites all attendees to visit ADARA at Channel Link's Technology Expo at the [JW Marriott Los Angeles at L.A. Live](#). Expo hours are Thursday, September 15, from 3:45-5:45 p.m. and Friday, September 16, from 8:30-10:00 a.m.

"Both government and healthcare customers are facing increasing network demands," said Barb Miller, Vice President, Services at Tech Data. "ADARA Networks offers resellers the ability to increase network capacity, share data seamlessly, and deploy new functionalities in near real-time, enabling end users to focus on growing their businesses."

## About ADARA Networks:

ADARA has solidified its position as an industry visionary by empowering clients to fully leverage the potential of their