

ADARA Networks Announces Shipment and Distribution of Its SDN Platform for Enterprises

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(Marketwire Via Acquire Media NewsEdge) SAN JOSE, CA — (Marketwire) — 05/01/12 —

ADARA Networks, provider of the most advanced commercially available Software Defined Networking (SDN) and cloud computing platforms, today announced the initial widespread commercial shipments and distributions of its software-only SDN platform to the US Commercial market, via ADARA and Tech Data's nationwide network of value-added resellers (VARs) representing an initial 7,000 enterprises; with a significantly greater number of shipments and distributions already scheduled.

The ADARA SDN and cloud computing products were recently demonstrated at the 2012 Open Networking Summit, showcasing their commercial readiness and capabilities for industry leaders, enterprises and service providers. These shipments and distributions further demonstrate the commercial availability of the ADARA platform. While the benefits of SDN are easily envisioned in service provider networks, ADARA's announcement underscores the immediate utility of its Full Stack Engine platform in delivering the benefits of SDN to enterprise data centers and networks of all types and scales. The ADARA Full Stack Engine and its SDN capabilities will also be displayed and highlighted at Tech Data's Technology Solutions Center. These announcements underscored ADARA's message at the 2012 Open Networking Summit; SDN is the future of networking and that future is now.

SDN is a major advance in managing and optimizing computing and networking by decoupling the physical infrastructure from the software that directs traffic, transactions and services. A common challenge when implementing an SDN approach is the best efforts delivery limitations found in legacy networking products that often require extensive software development to replace the vendor-implemented logic on the legacy hardware. In order for SDN to reach its full potential in an organization, it's important not to limit the flexibility of SDN by pre-determining the capabilities that customers may use and ensure that it is not limited to the data center and specific layers of networking and computing. These and other issues are seen as major barriers to widespread SDN adoption. ADARA products eliminate these and other issues, and ADARA shipments and distributions of ADARA enterprise SDN products illustrate the viability of immediate SDN adoption.

ADARA's SDN platform includes features such as:

Scales from enterprises to service providers; Virtualizes data center, WAN and inter-domain links, which is important for virtualized data centers; Uniquely provides Affirmative Service Guarantees which raises the bar from best efforts networking; and Provides unlimited SDN capability, orchestration and services creation, deployment and provisioning without any development or coding in a commercially ready platform.

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ADARA, provider of the most advanced computing and networking products available, is making several of its SDN products — Horizon, Ecliptic, Axis, Echo, Sirius, Orion, and Comet — available individually, and as modules in the Constellation Full Stack Engine; a portion of the ADARA SDN product portfolio that was demonstrated at the 2012 Open Networking Summit.

ADARA's platform will be featured in Tech Data's Technology Solutions Center, the premier facility of its kind in the channel, and a valuable resource for resellers. Hundreds of resellers visit the solutions center each month to demonstrate a broad array of IT solutions for their end-user customers, as well as to train their own sales and technical employees on the latest technologies. This 6,000-square-foot facility houses more than \$6 million worth of technology products from more than 150 leading hardware and software producers, including data center and networking infrastructure, unified communications and more. The center also is home to HP Solutions Center, the Cisco Solutions Center at Tech Data and the Symantec Solutions Center at Tech Data, as well as the Healthcare IT Pavilion and the Unified Communications Center. Tech Data is one of the world's largest wholesale distributors of IT products, with fiscal 2012 sales in excess of \$26.5 billion to more than 125,000 technology resellers in over 100 countries.

"SDN originated from the unmet needs of data center administrators, network operators, and developers; those needs being the freedom to create operational capabilities in an individualized manner, enabling customization via configuration. The shipment and distribution of our enterprise SDN and cloud computing products is an incredibly important milestone for our organization and the industry, as enterprises are ready to be unshackled from the confines of traditional siloed networking," said Eric Johnson, Chairman and CEO of ADARA Networks. "By gaining transparency and control of the network, enterprises are able to scale to meet overwhelming network loads, manage traffic flow and utilize unused resources, which will not only save money but increase overall profit margins for years to come."

About ADARA Networks:

ADARA has solidified its position as an industry visionary by empowering clients to fully leverage the potential of their networks, services and systems with timeless solutions designed to connect, enhance and facilitate interactivity that brings greater productivity. Built on a foundation of superior performance and reliability, ADARA delivers the industry's most advanced platforms for Information Technology. Secure and easily implemented, ADARA solutions enable services to communicate across multiple platforms in real time, enhancing network performance and productivity for our customers and partners, ultimately driving sales and growth. For more information, please visit: <http://www.adaranetworks.com>


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