



ADARA Networks Announces Full Production SDN Deployment in Tech Data’s Solutions Center

Press Release July 27, 2012 No Comments »

ADARA Networks, provider of the most advanced commercially available Software Defined Networking (SDN) and cloud computing platforms, today announced the deployment of its production-level SDN systems within Tech Data’s Solutions Center. The Tech Data Solutions Center is one of the largest in the nation and is the premiere facility used by Tech Data to demonstrate production quality, emerging technologies and commercial solutions products to its value-added reseller (VAR) network and enterprise customers nationwide.

ADARA’s Full Stack Engine and SDN Solution will be featured in the Solutions Center, to better empower Tech Data’s VARs and enterprise customers to understand and fully utilize the capabilities of SDN technology. The ADARA solution was unveiled during the Tech Data Healthcare IT Solutions Pavilion open house on July 13, 2012, in which ADARA was one of a select group of Tech Data vendors showcasing solutions. This event was attended by over 350 of Tech Data’s national sales force, which represents Tech Data to its channel of over 60,000 resellers in the U.S.

The ADARA Full Stack Engine deployed within the Tech Data Solutions Center is set up to demonstrate ADARA novel virtualization, coupled with Affirmative Service Guarantees. Tech Data and ADARA are now able to exclusively provide VARs and customers with the premier SDN solution in the world today. The Tech Data Solutions Center demonstration delivers quantifiable proof, in real time, of the improvement in traffic speed, elimination of latency and the power to dynamic unlimited customized computing and networking.

ADARA is demonstrating ADARA SDN, which includes a 1000 percent improvement over vSwitching from other SDN providers. ADARA’s deployment will also exhibit affirmative service guarantees; traffic improvement of 120 times up to 900 times, with a minimum of 150 percent over the most optimal conditions, which is essential to enabling production level quality SDN performance. ADARA SDN also features ADARAs Full Stack Engine Controller, and Network and Compute Virtualization which allows enterprises and service providers to define behavior and set a minimum level of performance for essential network transactions. This is a benefit of SDN and network virtualization that ADARA will showcase within the deployment, and can be replicated at enterprises and service providers, no matter how large or dispersed the network is.

As enterprise and service provider interest around SDN and its ability to transform network management and optimization increases, easily accessible example production environments are crucial to education and adoption. With ADARA’s deployment in the Tech Data Solutions Center, the Company is clarifying misconceptions behind SDN while showcasing its abilities to immediately better manage traffic flow and utilize unused resources in a real-world environment.

The market interest in ADARA’s SDN solutions continues to grow following its recent announcement of widespread commercial shipments and distributions of its software-only SDN platform to the U.S. commercial market via ADARA and Tech Data’s nationwide network of VARs.

“The addition of ADARA’s software-defined networking solutions to Tech Data’s Solutions Center provides another resource for our healthcare IT resellers looking to keep up with the latest technologies in this evolving space,” said Pete Peterson, senior vice president, U.S. Sales, at Tech Data. “We are pleased to offer ADARA’s technology to help our VARs and their end-user customers better understand the rapidly developing SDN technology landscape.”

Tech Data’s Solutions Center is a 6,000-square-foot facility that currently houses hardware and software from leading technology companies like HP, Cisco, Symantec and Apple. The demonstration lab has around \$6 million worth of



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hardware and software products from 150 technology vendors. In addition to demonstrating the use of new technologies for customers, VARs can train their own sales people by allowing them to see the products firsthand. Currently, 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.

“The deployment of ADARA’s Full Stack Engine within the Tech Data Solutions Center enables us to jointly showcase and demonstrate the power of SDN to anyone looking to better manage and deploy their current and future network resources,” said Eric Johnson, Chairman and CEO of ADARA. “The ability to see what SDN can truly accomplish in a real-world production environment will allow enterprises and service providers to quickly take the logical next step towards a virtualized data center with confidence.”



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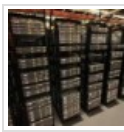
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