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News Feed Item

ADARA to Introduce SDN for End User Environments

ADARA SDN to integrate SmartPhones, Tablets, Laptops and other Mobile and Small Office Home Office (SOHO) Devices in SDN Architectures

BY **PR NEWSWIRE**

ARTICLE RATING:

APRIL 10, 2013 06:01 AM EDT

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SAN JOSE, Calif., April 10, 2013 /PRNewswire/ -- **ADARA Networks®**, a global software company in the software defined networking space, will release Polaris, which integrates end user devices into an actively managed Software Defined

Networking (SDN) architecture. This industry first will work as an application downloadable for all devices using any version of the Android Operating System; it will not require any changes to the Operating System or hardware and will work on any manufacturer's device. This announcement coincides with a demonstration of select capabilities of ADARA's SDN product offering at Open Networking Summit 2013 in Santa Clara on April 15-17. The **Open Networking Summit** is the only nonprofit conference dedicated to accelerating the future of SDN technologies.

"ADARA sees Open Networking Summit 2013 as the right venue to announce an industry first, a product suite that integrates an end user device actively into the managed SDN architecture. For many of the same reasons data centers seek to use SDN to enable applications on servers to interact directly with the network, there is a huge benefit in enabling clients with lightweight applications on mobile devices to interact directly with their own home routers or their service providers

infrastructure," said Eric Johnson, Chairman and CEO of ADARA Networks. "Polaris enables SDN to be deployed at the extreme edge of the network and it enables SDN that is truly end-to-end, making it leaps ahead in capability."

"The Polaris product suite delivers enhanced performance for end users in the Consumer and Small Office Home Office (SOHO) market, as well as significant economic benefits for carriers. One of the direct benefits of Polaris is increased performance for all end user devices while lessening loads on service providers of all types. This additionally increases support for Bring Your Own Device/Service/Behavior (BYOD/SB), an increasing required capability in daily personal and professional life. This is incredibly significant as there are a few million servers, routers and switches sold annually but the numbers of mobile devices are in the billions. It is also important because ADARA SDN is natively designed to be dynamic, easy to use, secure and deliver high performance, which are the most critical elements for a market that is increasingly dependent upon wireless," said Johnson.

Exhibiting and demonstration details for ADARA Networks @ Open Networking Summit 2013 include:

Date: April 15-17, 2013
 Location: Booth 206

Comments

The PostOpen Event – Why It Is So Important

By **Richard (Rik) Brooks**

Yakov Werde wrote: In your introduction you clearly state the problem new PowerBuilder developers face when they find the IDE installed on their machine. You then go on to talk about the lack of current training materials. One important cost effective training resource you omitted is the online training from ISUG/eLearnIT. Everyone can learn more at <http://my.isug.com/pbtraining> Feb. 20, 2013 04:14 PM EST read more & respond >

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ADARA's Chief Software Architect Karthikeyan Subramaniam will illustrate the insufficiencies of legacy networking, discuss the importance of a holistic SDN solution rather than the piecemeal approach and demonstrate the need and power of a comprehensive SDN that is service aware, end-to-end and Layer 1-7, as opposed to simple SDN limited to "Layer 2-4 rule lookup and forward" approaches.

ADARA will also be demonstrating the capabilities of its SDN product offering including:

- Infrastructure orchestration; ability to manage all virtual and physical IT infrastructure components
- Service choreography; ability to manage to the level of the service, not just the level of the virtual and physical infrastructure components
- True end-to-end management of virtual and physical resources
- Fully Layer 1 - 7 virtualized platform
- Autonomic management through policy; capability to dynamically create rules and make IT infrastructure configuration changes based on business services performance and policy
- Capability to increase VM densities and reduce OPEX, the mark of efficiency in computing
- Capability to migrate services as well as virtual machines enabling novel ultra-fast virtual and cloud computing
- Capability to allow the users to set, monitor and dynamically enforce business level goals (cost, customer satisfaction) service level goals (service availability, response, utilization) operational goals (bandwidth, latency)

As part of the demonstration, ADARA will also highlight how it provides a solution that is horizontally (Layer 1-7) as well as vertically (data center-to-network-to-client/end-to-end) integrated and allows full visibility to services. ADARA will demonstrate how an industry first; how its products are engineered for Tier 1 and Tier 2 service providers, large, medium and small enterprises, as well as home and consumer markets. ADARA's production ready solution also provides single pane of glass management, which is key for businesses.

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>

SOURCE ADARA Networks

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Is Your Business 100% Ready for the New Era of Cloud Computing and Big Data? The Only Enterprise IT Event in 2013 Covering the Entire Scope of both Cloud & Big Data

Come to New York and get yourself up to date with the Big Data revolution! As advanced data storage, access and analytics technologies aimed at handling high-volume and/or fast moving data all move center stage, aided by the Cloud Computing boom, Cloud Expo is the single most effective event for you to learn how to use you own enterprise data – processed in the Cloud – most effectively to drive value for your business.

There is little doubt that Big Data solutions will have an increasing role in the Enterprise IT mainstream over time. Get a jump on that rapidly evolving trend at Big Data Expo, which we are introducing in June at Cloud Expo New York.

Cloud Expo was announced on February 24, 2007, the day the term "cloud computing" was coined. That same year, the first Cloud Expo took place in New York City with 450 delegates. Next June, Cloud Expo is returning to New York with more than 10,000 delegates and over 600 sponsors and exhibitors.

"Cloud" has become synonymous with "computing" and "software" in two short years. Cloud Expo is the new PC Expo, Comdex, and InternetWorld of our decade. By 2012, more than 50,000 delegates per year will participate in Cloud Expo worldwide.

The cloud is certainly a compelling alternative to running all applications within a traditional corporate data center. But moving from theory into practice is where things get complicated, and this is where attending a top industry event like Cloud Expo comes in.

No one can take full advantage of cloud computing without first becoming familiar with the latest issues and trends, which is why the organizing principle of the 10th International Cloud Conference & Expo on June 10-13, 2013 - is to ensure - through an intensive four-day schedule of keynotes, general and breakout sessions, and our bustling Expo Floor - that attending delegates leave the Javits Center with abundant resources, ideas and examples they can apply immediately to leveraging the Cloud, helping them to maximize performance, minimize cost and improve the scalability of their Enterprise IT endeavors.

Delegates will leave Cloud Expo with dramatically increased understanding the entire scope of the entire cloud computing spectrum from storage to security.

Whether you're an enterprise or small to medium business, you'll soon be benefiting from the Cloud. Join your peers in New York City June 10-13, and maximize those benefits already in 2013. See you in New York City!



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Submit your speaking proposal for the upcoming Cloud Expo in New York City [June 10-13, 2013]

Exhibitor Info

Please Call 201.802.3021
events (at) sys-con.com.
Carmen Gonzalez,
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