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# ADARA Introduces an Industry-First Orchestration, Choreography and Execution Platform

ADARA Hercules—Designed to Enable Autonomic Management of IT Infrastructure

ADARA Hercules Delivers Datacenter and Network Single Pane of Glass Management and Execution for the all IT Infrastructure and Services

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SAN JOSE, Calif., April 11, 2013 /PRNewswire/ -- ADARA Networks®, a global software company in the Software Defined Networking (SDN) space, today launched ADARA Hercules, an industry-first orchestration, choreography and execution platform, providing customers with a single pane of glass manageability for its entire IT infrastructure, resulting in easier management of multiple networks and offering tools that bring an end to the need for manual-only management.

The Hercules orchestration, choreography and execution platform is an SDN first, utilizing ADARA innovative technologies to provide fully decoupled modules that allow components to scale out and support any number of devices, as opposed to attempts to scale up on a single server. Hercules delivers a fully distributed, logically centralized architecture. The system also features an automated situation based Service Level Agreement (SLA) enforcement capability through scalable ADARA Workflow Engines, enabling increased Virtual Machine (VM) densities and maximizing financial and operational optimizations.

"The cost efficiencies of virtualization have not increased as VM densities have increased; due in part to data center and network management increasing in cost and complexity, reducing the economic benefits of virtualization. There is a strong desire and an even stronger need for a solution capable of simultaneously reducing virtualization management complexity while increasing both VM density and the economic benefits of increased virtualization in both multi-tenancy service provider and enterprise deployments; Hercules delivers this," said Eric Johnson , CEO and Chairman, ADARA Networks .

"The Hercules orchestration, choreography and execution platform scales into the billions of service instances, delivering massive scaling across distributed implementations," Johnson said.  "In addition, Hercules doesn't necessitate that customers rip and replace their existing management products. It allows administrators to use their existing network monitoring, management, reporting, visualization, automation, configuration applications and scripts to create a robust, elegant, user friendly and extensible platform," Johnson said.

Hercules also provides a global view of the whole IT infrastructure in a topological view, displayed via an interactive, multi-touch user interface. ADARA Hercules demonstrates that ADARA SDN extends the traditional/common SDN implementation capabilities to Layer 1-7.  ADARA Hercules creates and operates the most advanced control plane ever engineered in SDN and is available as a standalone product or as part of the ADARA Constellation Series, in two form factors including:

- Software only for a fully virtualized software solution

- Software on either purpose-built or 3rd party COTS appliances (x86 or MIPS)

ADARA has made the Hercules orchestration, choreography and execution platform available to the United States commercial market through Tech Data and its channel of over 60,000 United States resellers.

**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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