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ADARA Introduces Enhanced Line of Cost Efficient Solutions

Industry Leading Cost Efficiency in SDN, Routing, Switching, Security, and WAN Optimization

Company now provides highest performance best value per dollar in the Industry

PR Newswire

SAN JOSE, Calif., Oct. 2, 2013

SAN JOSE, Calif., Oct. 2, 2013 /PRNewswire/ -- [ADARA Networks](#)®, a global software company in the Software Defined Networking (SDN) space, announced today that it is introducing an enhanced line of Cost Efficient Solutions in Software Defined Networking, Routing, Switching, Security and WAN Optimization as well as other solutions. The new line of cost efficient solutions is higher performing and has enhanced functionality than previous versions. ADARA is leveraging economies of scale to deliver to the market per unit costs that are lower than any other comparable legacy products including Cisco, Juniper, Riverbed, Citrix, and the industry as a whole. ADARA has collaborated with its global network of Value Added Resellers to respond to market data that shows enterprise customers are increasingly aware of the declining value of legacy routing, switching and WAN optimization products. VARS and customers now recognize they are not receiving the products' promised improvements, further highlighting the unjustified price of these legacy products.

"ADARA solutions are the most advanced and cost efficient; the best value for the dollar. Our target market are thought leaders, VARs that recognize the need to deliver the most advanced solutions at the absolute best value and cost, and enterprises that no longer see the prices of legacy technology as cost justified; especially relative to their listed and realized prices. ADARA has worked with its partners to offer the industry a path back to profitability and growth. You could pay more than ADARA, but that is just good money after bad," said Lynn Greco, Director of Sales Operations, ADARA Networks.

ADARA will be demonstrating the industry's only truly End-to-End solutions in SDN, Network Functions Virtualizations, and its industry's most advanced Routing, Switching, Security and WAN Optimization at several of the largest conferences in the coming weeks.

"Cost efficiency is a top concern for enterprise customers and one of the most highly anticipated benefits of SDN is that it will lower the overall cost of their networks; however, the unjustified price of legacy products coupled with the non- End-to-End SDN solutions on the market are preventing



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this benefit from occurring," said Sue Hares, Vice President of Technology and Strategy, ADARA Networks. "ADARA's solutions are the only solutions on the market to lower the overall cost of the network because we abide by the highest of standards with quality technology choices for reasonable interface modules. In addition, we are the only SDN provider whose solutions are both horizontally (Layer 1-7) as well as vertically (data center-to-network-to-client/end-to-end) integrated allowing full visibility to services."

Hares recently presented at:

SDN & Network Visualization panel

Date: August 26, 2013

Time: 3:30-4:30 p.m. PDT

Location: Mandalay Bay Resort & Casino Conference Center, Las Vegas, NV

Speakers: Sue Hares, vice president of technology and strategy; Huy Nguyen, senior director of product management, Gigamon; Steven Shalita, vice president of marketing, NetScout Systems, Inc.

Moderator: Paula Bernier, executive editor of TMC

[SDN PRECON at ITEXPO Las Vegas](#) featured speakers and exhibitors from the top companies in the industry discussing and analyzing the most important technology development since the rise of the Internet.

"ADARA is re-defining the SDN landscape with production ready, fully dynamic, end-to-end SDN solutions. End-to-end SDN is needed to bring the entire SDN ecosystem and industry to the full potential of SDN," said Hares who recently covered some of these topics in her [WIRED Innovation Insights blog](#) titled, "Does SDN Entry into the Enterprise in 2013 Signal a Maturing Market?"

About ADARANetworks:

ADARANetworks is the industry leader in Software Defined Networking, Virtual Computing and Networking. ADARA SDN is an entire ecosystem; End-to-End, (Data Center, Network, Small Office, Home and Mobile User), Production-ready, for Service Providers and Enterprises of all sizes, and verticals. ADARA SDN seamlessly works with any and all 3rd party SDN and legacy products. ADARA SDN empowers customers to simultaneously and optimally financially engineer their profits while operationally managing their enterprise. ADARA SDN delivers autonomic, dynamic management of services, virtual and physical infrastructure management. ADARA SDN enables customer to create any policies, ADARA SDN dynamically creates and enforces rules and configurations, and enforces Service Level Agreement (SLA) performance. For more information, please visit: <http://www.adaranetworks.com>.

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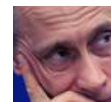
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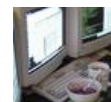
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