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ADARA Networks Goes All-Channel, All the Time

Aug. 1st, 2011 by Charlene O'Hanlon

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ADARA Networks is hoping its new channel program will help bring the next-generation networking company out of relative obscurity in the commercial market and into the hearts and minds of enterprise companies everywhere.

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The [ADARA Advantage Partner Program](#) is aimed at both solution providers and resellers, and offers two tiers based on the level of engagement with the company: Elite, which offers priority status on leads, special pricing and sales incentives after partners meet trainings requirements; and Premier, which offers access to deal registration and sales incentives.

[ADARA Networks](#) offers a line of networking technologies that can help companies prioritize network traffic, enable on-demand scalability and create interoperability across different networks, according to the company. Its products hit Layers 1 through 7, offering a full-scale management solution that includes pretty much anything from application acceleration to infrastructure virtualization and more. The company touts its technology as complementary to existing networking vendor solutions, and lists an impressive group of technology alliance partners including IBM, Cisco Systems, HP, Intel and Dell.

"ADARA had been successfully working in the government sector for years, and [we] felt now was the time to break into the commercial market," said Eric Johnson, CEO of ADARA Networks. "ADARA identified the channel as the most effective method for introducing the technology to potential customers and partners because [our] technology is seen as 'channel-friendly' and complementary to almost all solutions."

ADARA went with a 100 percent channel program, he noted, because VARs who deal with technologies from multiple vendors can understand the value ADARA's products can offer.

"ADARA would like to introduce its technology to a larger customer base with an expansive geographic coverage, and leverage the customer and partner relationships already established through channel distributors and resellers," he noted. "ADARA understands the channel and its needs while the channel knows its customers and how to help them. What the channel needs from ADARA are the solutions to engage customers, and ADARA is 100 percent devoted to doing just that."

Sounds intriguing. And as more companies look to virtualization and the cloud to manage their networking needs, ADARA's technology may be a welcome addition to resellers' bag of tricks.

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