

# Adara Networks Shows 100 Percent Commitment to the Channel With Introduction of Partner Program

ADARA Advantage Partner Program Makes It Easy and Profitable for Solution Providers to Partner With Best-in-Class Technologies and Services



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SAN JOSE, CA--(Marketwire -08/02/11)- Partnership is the cornerstone to success. [ADARA Networks](#) is supporting that cornerstone by bringing a 100 percent channel-driven organization to the Information Technology (IT) products market, ensuring channel partner profitability and protection of profit margins. As the provider of a unique product platform that virtualizes the entire network, ADARA Networks helps companies prioritize network traffic, enable on-demand scalability and create interoperability across different networks. By creating a 100 percent channel-driven organization, ADARA enables partners to sell its unique suite of products that complements and optimizes current offerings.

The [ADARA Advantage Partner Program](#) is a two-tier program designed to make it easy and profitable for solution providers to sell ADARA's products. The values-based channel model provides partners with the necessary tools and resources to succeed in today's dynamic customer IT environments. Structured for both partners who are building their own solutions or providing services, the ADARA Advantage Partner Program provides the knowledge and support partners need to engage, sell, integrate, implement, and service.

- **Elite Partners** receive priority status with leads, special pricing, sales incentives and must meet a training requirement.
- **Premier Partners** receive access to deal registration and sales incentives.

ADARA's products are engineered to meet today's most pressing business, IT, computing, and networking challenges. By joining the ADARA Advantage Partner Program, partners will be able to help customers see the following benefits -- without changing existing infrastructure:

- Increased performance of existing infrastructure through a single integrated platform
- Scalability on-demand and within budget for new divisions and services
- Availability of every network resource at maximum capacity
- Extensibility to fully realize virtualization and cloud strategies
- Security through the total ability to control and protect the network

## QUOTES:

### **Mark Croad, President, FQ Systems Inc.**

"We are extremely impressed with the benefits that ADARA Networks' unique network virtualization technology brings to our customers, as well as our own business. The value and quality of ADARA is matched only by the dedication that the Company shows to us, its partners. The ADARA Advantage Partner Program is a testament to ADARA's understanding of partnership in order to achieve business results, and we are thrilled to be an Elite Partner and share in future successes."

### **Jay Dosanjh, Director, Worldwide Channel Sales, ADARA Networks**

"We've designed this program to truly serve our partners and help them understand the value ADARA Networks brings to companies of all sizes today. As partners make commitments and investments with ADARA Networks, we want to ensure that we deliver a program that emphasizes education and support. We're building business integrity into our programs and

maintaining profitability for greater revenue for partners and customers."

**Simon Pickard, Director, Worldwide Channel Sales, ADARA Networks**

"ADARA Networks truly understands the importance of partnership and the value the channel holds to our success. We believe that the ADARA Advantage Partner Program provides a compelling opportunity for partners by combining our unique technology with our 100% commitment to offer our partners lucrative opportunities."

To learn more about ADARA Networks' ADARA Advantage Partner Program please visit:

<http://www.adaranet.com/partners-info.html> or email: [partner@adaranetworks.com](mailto:partner@adaranetworks.com). To join the program, please visit:

<http://www.adaranet.com/partners-info.html>

**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. The future of networking is now. For more information, please visit:

<http://www.adaranetworks.com>



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