Channel Partners
IT Company ADARA Selling Only Through Partners
August 3, 2011

ADARA Networks, a Silicon Valley company that makes IT software and systems, this week debuted its channel program and said it will distribute solely through partners including VARs and systems integrators.

ADARA's products help businesses and organizations secure and prioritize network traffic, and maintain interoperability among networks. ADARA is targeting those users through its two-tier Advantage Partner Program. Elite partners receive priority status with leads, special pricing, sales incentives, and they must meet a training requirement. Premier partners get access to deal registration and sales incentives.

"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," Jay Dosanjh, ADARA's director of worldwide channel sales, said in a prepared statement. "As partners make commitments and investments with ADARA Networks, we want to ensure that we deliver a program that emphasizes education and support."

To learn more about ADARA Networks' ADARA Advantage Partner Program please visit:
http://www.adaranet.com/partners-info.html or email: 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

PRESS Contact
Jennifer Burns, SHIFT Communications, (617) 779-1809, Adara@shiftcomm.com