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Tech Data Deal with ADARA Networks Adds Virtualization Wares

Sep. 16th, 2011 by Dave Courbanou

Comments

ADARA Networks have joined the Tech Data family, inking a distribution deal that will put both ADARA partners and ADARA's network virtualization portfolio deeper into the channel. Read on for the quick details and channel perspective ...

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As data centers increase in complexity, network virtualization can help make it a little less painful. [ADARA Networks boasts its product portfolio](#) has the ability to virtualize "the entire network," plus a few bonus features such as network traffic prioritization, scalable architectures and intra-network compatibility. ADARA also has a "two-tier" channel program tailored to help resellers integrate and deploy ADARA technology while ensuring solid margins.

With [Tech Data now distributing](#) ADARA Network's portfolio, Tech Data partners can take advantage of a swath of ADARA solutions that are ideal for cloud solutions and security-focused data centers, while ADARA sees a deeper penetration into the channel. ADARA's biggest claim to fame is its solutions work happily with all existing networking platforms and infrastructure. ADARA Networks will fall under the Tech Data Advanced Infrastructure Solutions division and Tech Data expects governmental and healthcare verticals will be most helped by ADARA's offerings.

For VARs serving large-scale data center deployments, don't forget distribution rival [Avnet has made moves with its SolutionsPath Data Center University](#) and [Ingram Micro's Elite Healthcare Partner Network](#) has been implemented to satisfy the long list of healthcare-related data center needs.

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