

# ADARA Networks Partner Program Experiences Rapid Growth With Continued 100% Commitment to the Channel

To Further Enable Partners, ADARA Launches Comprehensive Technical Training Program



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SAN JOSE, CA--(Marketwire -02/07/12)- In its continued effort to hold the highest standards of partnership, [ADARA Networks](#) today introduced the "ADARA Certified Engineer" (ACE) and "ADARA Certified Sales Specialist" (ACSS) designations as part of the ADARA Advantage Partner Program to further support partners and drive their success. This comes on the heels of ADARA's partner program experiencing rapid growth.

ADARA Networks helps companies prioritize network traffic, enable on-demand scalability and create interoperability across different networks. Sold exclusively through [Tech Data](#), ADARA enables partners to sell its unique suite of products that complements and optimizes current offerings.

Since launching the two-tier ADARA Advantage Partner Program in September 2011, ADARA has signed a significant number of partners across various industries servicing companies of all sizes throughout the United States. ADARA developed its technical training program to provide its partners with the education and support necessary to thoroughly understand the value ADARA's technology brings to organizations. Once partners achieve a minimum of two ACE designations, partners will be eligible for Elite partner status, which includes benefits such as priority access to leads, tier-one pricing and sales incentives. As additional support, ADARA also offers a comprehensive online sales training to further support sales efforts.

## QUOTES:

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

"At ADARA Networks we are committed to providing our partners with the resources and information necessary to help them deliver value to their customers, and strive to make it as easy and efficient for them as possible. We believe the momentum ADARA's partner program has experienced over a short period of time is due to the fact that customers are experiencing IT performance constraint and network congestion/latency, and partners see ADARA's solution as the answer to these challenges. We are thrilled with the enthusiasm our partners have expressed with the launch of our training program, and we look forward to seeing our current partners achieve profitability and success as well as continuing to expand our partner network."

### **Dennis Wang, Chief Operating Officer, GST | Golden Star Technology, Inc.**

"Many of our customers have expressed concerns over latency problems, network congestion and bandwidth issues. We were initially impressed by ADARA Networks' unique platform and its ability to address these common challenges. As we have been working with ADARA, we have found an invaluable partner in the Company, as they truly understand what it takes to drive a mutually beneficial partnership, and have readily provided support in a digestible format. We are thrilled to be a partner and look forward to future success."

### **Anita Messerschmidt, CEO, EmbarkIT, Inc.**

"ADARA Networks fully embodies the term 'Software Defined Networking' and represents cloud computing to its core. By allowing our customers to address important IT hurdles faced by essentially every organization through a single dashboard built on a single software platform, ADARA makes for an essential partner that truly enhances our customer relationships."

It is great to partner with a Company on the forefront of innovation and who 'gets' what it takes to truly enable its partners. We look forward to being able to answer the needs of our customers and see continued success as a result."

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>



A promotional banner for Yahoo! Fantasy Finance. The banner features a dark background with yellow and white text. On the left, there are several stock market indicators: "NASDAQ +2.72", "IT'S EASY TO WIN", "0.52", "SCEU", "DOW +0.81", "\$\$ THIS WEEK", "2.16", and "TAAP +4.8". In the center, the "YAHOO!" logo is displayed in its signature font. To the right of the logo, the text reads "FANTASY FINANCE" in a bold, sans-serif font, with "A STOCK TRADING GAME" in a smaller font below it. Further right, there is a small white box containing the text "Just sign up for a chance to win \$5K this week." On the far right, there is a yellow button with the text "Sign up" in black.

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