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Verizon to Demonstrate Software Defined Networking Principles With Collaborative Lab Trials

Verizon, ADARA Networks, HP and Intel Move Industry Toward More Efficient Networking Technologies

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SANTA CLARA, Calif. – April 17, 2012 – As the telecom industry takes its first steps toward Software Defined Networking, a new approach to network architecture, Verizon -- in collaboration with ADARA Networks, HP and Intel Corporation -- will demonstrate key aspects of SDN principles. The demonstration will take place at the second annual Open Networking Summit in Santa Clara, April 16-18.

SDN is a new network design concept that changes the way network traffic is managed by uncoupling from the physical hardware-based network elements the software that directs the traffic. Bypassing the traditional traffic-management rules -- especially within data centers - gives carriers more flexibility by providing the ability to choose, and quickly change, network-traffic routing to allow for optimum energy use, security, efficiency and reliability in the network. The result is an increased ability to quickly introduce new services and to adapt the network faster when service changes are required.

By installing a mechanism called OpenFlow on network equipment, more control is gained in the management of network traffic. OpenFlow is an industry-standard protocol that allows the SDN software to communicate with the underlying network switches and routers.

"Software Defined Networking is a game-changer for the way we think about networking and opens the door to the next generation of network architecture, which promises to give us higher performance at significantly lower cost while supporting a broad range of services," said Stu Elby, vice president, network architecture and technology, Verizon. "It's essential that Verizon works closely with industry leaders such as ADARA Networks, HP and Intel to accelerate this new approach into the service provider networks."

The joint SDN demonstration is among the first research involving SDN and will focus on two areas: using OpenFlow to reduce the cost of implementing complex personalized consumer services and optimizing the coordination and movement of large amounts of data through the network, from one data center to another.

The demonstration will use lab equipment including HP BL460 G7 blades with quad-core Intel(r) Xeon(r) processor 5600 series, HP Networking switches, HP CloudSystem Matrix and ADARA Networks Full Stack Engine. To see a demonstration, visit Verizon at Booth #10 at the Open Networking Summit.

Eric Johnson, chairman and CEO of ADARA Networks, said: "SDN is an enabling architecture -- enabling edge internetworking, network and services virtualization, programmability, mutability, novel compute virtualization and many other capabilities. SDN provides the freedom to envision any behavior or service, it provides the operational tools to make those services reality, and delivers the economic efficiencies to drive wide-scale SDN adoption. What has been demonstrated by SDN -- and the collaboration among Verizon, ADARA, Intel and HP -- is literally a window into the future of networking and computing, and that future is now."

Bethany Mayer, senior vice president and general manager, networking, HP, said: "Clients need to rethink their networking approach to accommodate network traffic growth from mobility, cloud and consumerization of IT. Our OpenFlow work with Verizon, as well as with other industry leaders, breaks the logjam in network flexibility by allowing clients to easily manipulate network traffic flow to rapidly deploy new applications and services to users."

With SDN, network traffic can be routed to accommodate specific metrics, such as services, users or the state of the network. As a result, carriers may one day offer increasingly granular services that allow customers to customize networking in ways that work for their business models.

"In light of exponential growth in data traffic from connected mobile devices and intelligent systems, Intel recognizes that traditional ways of deploying networks and services must change to be more efficient and responsive and accelerate service deployment," said Rose Schooler, general manager of the Communications Infrastructure Division at Intel Corporation. "By working with industry leaders like Verizon, HP and ADARA to implement Software Defined Networking concepts, Intel aims to drive a new way of thinking about the architecture of future networks."

The first Open Networking Summit, held in 2011, was hosted by Stanford University and the Open Networking Foundation to standardize OpenFlow and SDN. OpenFlow is the result of a six-year research collaboration between Stanford University and the University of California

at Berkeley.

In 2011, Deutsche Telekom, Facebook, Google, Microsoft, Verizon and Yahoo! formed the Open Networking Foundation, a nonprofit organization dedicated to promoting SDN.

About the Open Networking Foundation
The Open Networking Foundation (ONF) is a nonprofit, mutual benefit trade organization organized under Section 501(c)(6) of the US Internal Revenue code. ONF's mission is to promote the development and use of Software-Defined Networking ("SDN") technologies, including OpenFlow, to allow networks to improve more quickly. SDN enables rapid innovation because it allows network owners and operators to optimize the network for their needs.

About Verizon
Verizon Communications Inc. (NYSE, Nasdaq: VZ), headquartered in New York, is a global leader in delivering broadband and other wireless and wireline communications services to consumer, business, government and wholesale customers. Verizon Wireless operates America's most reliable wireless network, with nearly 108 million total connections nationwide. Verizon also provides converged communications, information and entertainment services over America's most advanced fiber-optic network, and delivers integrated business solutions to customers in more than 150 countries, including all of the Fortune 500. A Dow 30 company with $111 billion in 2011 revenues, Verizon employs a diverse workforce of nearly 194,000. For more information, visit www.verizon.com.

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