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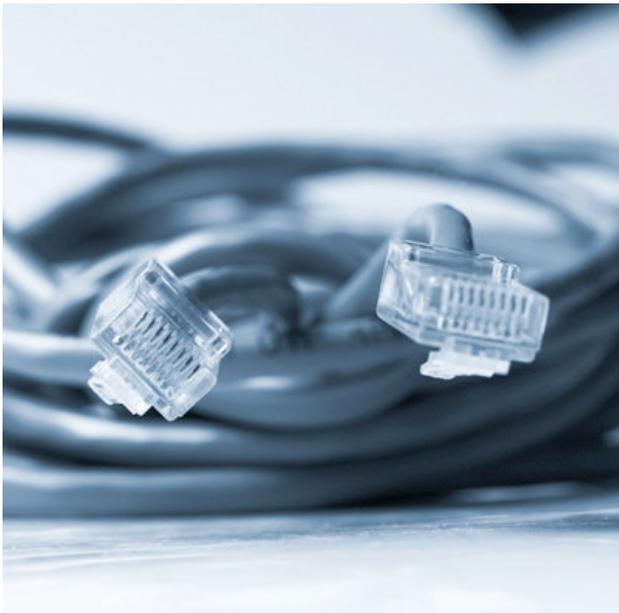
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# 10 Next-Gen Networking Startups Ripe For The Plucking

By [Chad Berndtson](#), CRN

4:00 PM EST Tue. Sep. 11, 2012

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## SDN Spotlight

Software-defined networking (SDN) is coming on strong, thanks to a glut of startups and the emerging popularity of organizations like the Open Networking Foundation (ONF) and its participating members. [VMware's \\$1.2 billion acquisition of Nicira](#), which was up until that point the best-known SDN startup, seemed to validate the idea that SDN, at least at a discussion level, is creeping into the technology mainstream, fueled by virtualization's move into the network.

Here's a look at 10 more SDN startups bandied about as potential acquisition targets, all part of a market that researcher IDC predicts to be at about \$2 billion by 2016.

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## ADARA Networks

CEO: Eric Johnson

Why should solution providers, in particular, be watching what happens to ADARA Networks? Because of the emerging SDN players, ADARA is about the only one to have fully articulated a channel strategy, opened up sales to solution providers and even added two-tier distribution, in the form of Tech Data, which now features ADARA's Full Stack Engine and SDN Solutions in its Solutions Center. The Full Stack Engine is a full-service platform that integrates all seven layers of the OSI-model network to virtualize various computing and network resources, applications, content, data and client systems used in the infrastructure. It brings together the capabilities of four ADARA products, such as the Gemini Series multicast routers and Mercury Series Layer 7 routers, into an integrated system. Though the company is planning to be independent for now, ADARA CEO Eric Johnson told CRN in an August interview that ADARA is most certainly "in play." "We've been approached about acquisition," he said. "We may become part of a larger organization."

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