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13,103.68	+0.20%	2,986.12	+0.15%	1,412.97	+0.30%



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press release

Oct. 9, 2012, 10:00 a.m. EDT

ADARA Expands Channel Partner Program

Championing Interoperability, ADARA Strengthens Footing with Partners



PR Newswire

United Business Media

SAN JOSE, Calif., Oct. 9, 2012 /PRNewswire via COMTEX/ -- ADARA Networks®, a global software company in the Software Defined Networking space, today announced that it has expanded its channel partner program, ADARA Advantage Partner Program (AAPP), providing solution providers with a bigger opportunity to address more verticals, networks and markets world-wide.

ADARA officially launched its partner program a year ago and has since signed a significant number of partners supporting various industries, servicing companies of all sizes throughout the United States.

"Our partner program allows solution providers to supply their end-user customers with a unique, non-competitive technology that improves the performance of applications and services across the entire network," said Alex Buonincontri, director of channel sales at ADARA Networks. "ADARA's unique vendor-agnostic SDN platform enables customers to leverage their existing IT investments to dramatically increase performance while eliminating latency and congestion issues and allowing their Wide Area Network (WAN) to perform like their Local Area Network (LAN). This allows solution providers to provide tremendous value to new and existing customers."

ADARA's program has received overwhelming response from solution providers wanting to partner and resell ADARA's state of the art IT Platform. Solution providers see opportunities in this partnership since the company's SDN platform addresses all market verticals and all networks, big or small, with potential margins ranging from 30-45 percent. In addition, ADARA's optimized network performance permits bandwidth to become available in distributed environments allowing new services to be enabled, which create extra revenue streams for customers. This provides solution providers with an increase in sales of network gear to those customers in a non "rip and replace" manner.

"Many of our customers are experiencing traffic congestion delays, latency issues and network performance constraints," said Joseph Ambrosio, president of NetConnect, a leading network solutions provider in the eastern United States. "ADARA effectively addresses all these IT challenges with its transparent, vendor-neutral SDN platform. ADARA enables intelligent, adaptive, autonomous self-control of dynamic IT infrastructure and services, which allow constrained resources to be constantly optimized. We are excited about our partnership with ADARA and its offerings are being very well received by our customer community."

To assist with the increasing partner demand, ADARA sells exclusively through the channel in a two-tiered model through its distribution partner, Tech Data.

In addition, the company overhauled its online partner portal to make it more user-friendly for its partners. The updated portal includes tools and resources necessary for channel partners to succeed in today's dynamic environments as well as online training and certification courses. In addition, data center and networking solution providers are now able to present live ADARA product demonstrations to their customers in real time. The company has also expanded its channel team for increased geographic-specific support.

"It was an easy decision to partner with ADARA since they are 100% channel committed, and dedicated to our mutual success," said Tim McKnight, vice president of sales and marketing at Total Computer Group, an IT solution provider and application developer



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company headquartered in Melville, NY. "We have an ADARA demonstration system set up in our lab where clients can plug in their latency levels and measure performance enhancements. This allows clients to see how their network performs with and without ADARA solutions in real time."

For more information, please visit the website at <http://www.adaranetworks.com/partners.html> or email sales@adaranetworks.com.
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. For more information, please visit: <http://www.adaranetworks.com>

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