



10 things bars won't tell you

Your neighborhood tap probably has a secret or two sitting on the back shelf.

- Want a raise? Get in shape
- More Personal Finance advice

press release
April 9, 2013, 6:00 a.m. EDT

ADARA To Exhibit At Open Networking Summit in Santa Clara

ADARA's Chief Software Architect to demonstrate company's advanced SDN platform



PR Newswire

United Business Media

SAN JOSE, Calif., April 9, 2013 /PRNewswire via COMTEX/ -- ADARA Networks®, a global software company in the software defined networking space, will exhibit and demonstrate a selection of the advanced capabilities of its Software Defined Networking (SDN) product offerings at Open Networking Summit 2013 in Santa Clara on April 15-17. The Open Networking Summit is the only nonprofit conference dedicated to accelerating the future of SDN technologies.

"ADARA is excited to be exhibiting at such an important and sold out conference as the Open Networking Summit," said Eric Johnson, Chairman and CEO of ADARA Networks. "ADARA's demonstrations are a small fraction of the ADARA SDN platform. The exhibit only hints at what ADARA has developed and what ADARA is introducing to the market. SDN is much more than the limited, piecemeal view that has been marketed; it is more than a single use case, more than a marketing strategy to salvage falling legacy infrastructure sales."

"SDN is about visibility into services, about applications and services interfacing with network infrastructure. It is surprising that there are SDN products that are incapable of looking into the primary applications and services Layers, 4 -7, much less manage all Layers, 1-7, since these SDN offerings work only at Layers 2, 3 with limited utility at Layer 4. It both poses the question of how valuable are these SDN offerings, while it partially answers the question of why has SDN adoption been slower than expected. The important question is not which companies are pursuing SDN it is which companies' SDN platforms bring real value to the market. The bottom line is that the market decides. ADARA SDN is not concept, it is concrete, it is not limited, it is comprehensive, it is production quality and empowers customers to eliminate the barriers to SDN adoption and deployment. The simple message is that ADARA SDN is uniquely able to transform computing, networking and mobility in ways never before imagined," said Johnson.

Exhibiting and demonstration details for ADARA Networks @ Open Networking Summit 2013 include:

Date: April 15-17, 2013 Location: Booth 306 Santa Clara Convention Center and Hyatt Regency Santa Clara

ADARA's Chief Software Architect Karthikeyan Subramaniam will illustrate the insufficiencies of legacy networking, discuss the importance of a holistic SDN solution rather than the piecemeal approach and demonstrate the need and power of a comprehensive SDN that is service aware, end -to-end and Layer 1-7, as opposed to simple SDN limited to "Layer 2-4 rule lookup and forward" approaches.

ADARA will also be demonstrating the capabilities of its SDN product offering including:

- Infrastructure orchestration; ability to manage all virtual and physical IT infrastructure components
- Service choreography; ability to manage to the level of the service, not just the level of the virtual and physical infrastructure components
- True end-to-end management of virtual and physical resources
- Fully Layer 1 - 7 virtualized platform
- Autonomic management through policy; capability to dynamically create rules and make IT infrastructure configuration changes based on business services performance and policy



Enjoying Retirement?

If you have a \$500,000 portfolio, download the guide for retirees by *Forbes* columnist and money manager Ken Fisher's firm. It's called the "15-Minute Retirement Plan."

[Click Here to Download Your Guide!](#)

FISHER INVESTMENTS*

Most Popular

- 

ELIZABETH O'BRIEN'S RETIRE WELL
Retiree health benefits: Facing extinction?
- 

10 things bars won't tell you
- 

Fed minutes show clear divisions over QE duration
- 

INDICATIONS
Stock futures lifted by China, Fed minutes
-

- Capability to increase VM densities and reduce OPEX, the mark of efficiency in computing
- Capability to migrate services as well as virtual machines enabling novel ultra fast virtual and cloud computing
- Capability to allow the users to set, monitor and dynamically enforce business level goals (cost, customer satisfaction) service level goals (service availability, response, utilization) operational goals (bandwidth, latency)

As part of the demonstration, ADARA will also highlight how it provides a solution that is horizontally (Layer 1-7) as well as vertically (data center-to-network-to-client/end-to-end) integrated and allows full visibility to services. ADARA will demonstrate how an industry first; how its products are engineered for Tier 1 and Tier 2 service providers, large, medium and small enterprises, as well as home and consumer markets. ADARA's production ready solution also provides single pane of glass management, which is key for businesses.

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>

SOURCE ADARA Networks

<http://rt.pnnewswire.com/rt.gif?>

NewsItemId=SF90908&Transmission_Id=201304090600PR_NEWS_USPR_____SF90908 &DateId=20130409

Copyright (C) 2013 PR Newswire. All rights reserved



Today's Top Stock Pick

Hot Company Set to Capitalize on \$60 Billion Industry--Learn More!

www.OTCStockPick.com

Warren Buffett Confesses

Warren Buffetts Shocking Confession Will Change your Investing Strategy

www.MarketTrendSignal.com

This Stock Will Explode

You Need to Know About this Next Awesome Penny Stock! Read More.

www.PennyStockCircle.com

500% Stock? Buffett Buy?

Want to Make Money with Stocks? Don't Miss Our Next 500%+ Pick.

FinancierTimes.com

Suggested Stories

Open Networking Summit 2013 to Demonstrate SDN Interoperability with the...

codeREADr App Enables Dynamic, In-Store Pricing of Designer and Luxury Goods

Walt Disney World Swan and Dolphin Announces Dates for Fourth Annual Food...

Morning Research on ARMOUR Residential REIT, American Capital Agency, CYS...

J.C. Penney ousts CEO Ron Johnson

Does Obama want to push granny off a cliff?

Content from our Sponsors

What's this?

Optimizing Your Campaigns: Best Days to Send Emails (Get Response)

Photos: The World's Sexiest Beaches (Travel Channel)

Which Actress Just Joined the Star-Studded 'X-Men' Cast? (Blinkx)

2 Emerging Trends in Restaurant Business: Could These Practices Be the Key to... (Tork USA)

How Much Money Does It Take To Be Rich? (About.com)

Video »



North Korea Takes Action Against Seoul

HTC Makes the One the Android to Beat



Bikini Bodybuilding: One Woman's Experience

Disney Shuts Down LucasArts



Can app help you invest like a billionaire?

Video »

[?]



The Rise of the 'Healthy' Diva



Moving a Bridge in Six Hours



Film Clip: 'The Brass Teapot'



GE's \$3.3 Billion Oil & Gas Buy, and More

Partner Center »

[Find a Broker](#)



Trade Free for 60 Day: E*TRADE Securities.



A Better Value. A Better Way to Trade



Are you Vanguarding® your investments?



Open an Account



Trade free for 60 days with TD Ameritrade



The New Money.Net

Live Data & Tick Charts, 500+NewsFeeds, Radar, Futures, FX & Excel API.
www.money.net

Screaming Penny Stocks

Our Next Penny Stock Pick will Rock Your World! Don't Delay, Read More.
ImpressivePennyStocks.com

7% Annual Annuity Return

Get Guaranteed Lifetime Income and Reduced Risks to Retirees All Here.
AdvisorWorld.com/CompareAnnuities