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# ADARA Announces Partnership Agreement with CDW

Company Will Provide Software Defined Networking Solution to the CDW Portfolio

**Press Release:** ADARA Networks – Wed, Jul 17, 2013 6:00 AM EDT

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SAN JOSE, Calif., July 17, 2013 /PRNewswire/ -- **ADARA Networks®**, a global software company in the software defined networking space, today announced a partnership agreement with CDW, a leading provider of technology solutions for business, government, education and healthcare. Through this relationship, ADARA will further extend the availability of its production ready, true end-to-end system solution enabling businesses to invest and implement SDN easily into their networks.

ADARA's partnership allows CDW customers' access to true production quality SDN solutions, which is fully integrated, including Layer 1-7 and from the data center, to the network, to the client. ADARA's production ready solutions allow full visibility to services and application performance across the network through single pane of glass management. ADARA's dynamic, policy based interface goes deeper than traditional SDN solutions, delivering immediate ROI, including dramatically increased WAN performance for repetitive and non-repetitive traffic, increasing VM density by allowing multiple applications per VM, enabling customers to prioritize traffic based on transaction value or other financial and non-financial considerations. No other SDN solution provides true business value out of the box.

"ADARA has provided unmatched SDN solutions to the Federal Government for more than ten years and has now opened its product portfolio to the commercial market, which is finally ready to adopt SDN and reap the benefits of the control and efficiency ADARA's solutions provide," said Steve McChesney, vice president of worldwide sales, ADARA. "We are excited to provide a SDN solution to the CDW portfolio. CDW brings the perfect combination of solution focus, technical expertise and scale to help us bring this revolutionary technology to the enterprise market."

CDW, headquartered in Vernon Hills, Ill., has a team of solution architects and advanced technology engineers dedicated to the design, implementation and management of a flexible IT infrastructure with reduced security costs and improved communication functions. Thus resulting in the most effective and sustainable results for its 250,000 small-, medium- and large-sized customers, including business, government, education and healthcare. This dedication coupled with its just-in-time inventory model and multiple distribution centers, places CDW in an ideal position to provide the advantages of ADARA's technology.

"We are pleased to have a proven SDN solution to offer our customers," said John Coleman, director of product and partner management, CDW. "Partnering with ADARA to provide this

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solution was a simple choice for us. We were impressed with its commitment to the channel and the strength of the ADARA Advantage Partner Program. This is a great opportunity for CDW to continue to provide our customers with access to the most advanced and flexible technology solutions on the market."

**ADARA Advantage Partner Program (AAPP)** provides solution providers with a bigger opportunity to address more verticals, networks and markets world-wide with ADARA's state of the art IT Platform. 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.

To assist with the increasing partner demand, ADARA sells exclusively through the channel in a two-tiered model. For more information, please visit the website at <http://www.adaranetworks.com/partners.html> or email [sales@adaranetworks.com](mailto:sales@adaranetworks.com).

**About ADARA Networks:**

ADARA Networks is the industry leader in Software Defined Networking, Virtual Computing and Networking. ADARA SDN is an entire ecosystem; End-to-End, (Data Center, Network, Small Office, Home and Mobile User), Production-ready, for Service Providers and Enterprises of all sizes, and verticals. ADARA SDN seamlessly works with any and all 3<sup>rd</sup> party SDN and legacy products. ADARA SDN empowers customers to simultaneously and optimally financially engineer their profits while operationally managing their enterprise. ADARA SDN delivers autonomic, dynamic management of services, virtual and physical infrastructure management. ADARA SDN enables customer to create any policies, ADARA SDN dynamically creates and enforces rules and configurations, and enforces Service Level Agreement (SLA) performance. For more information, please visit: <http://www.adaranetworks.com>.

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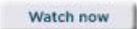
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