



## Tech Data Deal with ADARA Networks Adds Virtualization Wares

The VAR Guy

Dave Courbanou

Published: 16 Sept 2011

ADARA Networks have joined the Tech Data family, inking a distribution deal that will put both ADARA partners and ADARA's network virtualization portfolio deeper into the channel. Read on for the quick details and channel perspective.

As data centers increase in complexity, network virtualization can help make it a little less painful. [ADARA Networks boasts its product portfolio](#) has the ability to virtualize "the entire network," plus a few bonus features such as network traffic prioritization, scalable architectures and intra-network compatibility. ADARA also has a "two-tier" channel program tailored to help resellers integrate and deploy ADARA technology while ensuring solid margins.

With [Tech Data now distributing](#) ADARA Network's portfolio, Tech Data partners can take advantage of a swath of ADARA solutions that are ideal for cloud solutions and security-focused data centers, while ADARA sees a deeper penetration into the channel. ADARA's biggest claim to fame is its solutions work happily with all existing networking platforms and infrastructure. ADARA Networks will fall under the Tech Data Advanced Infrastructure Solutions division and Tech Data expects governmental and healthcare verticals will be most helped by ADARA's offerings.

For VARs serving large-scale data center deployments, don't forget distribution rival [Avnet has made moves with its SolutionsPath Data Center University](#) and [Ingram Micro's Elite Healthcare Partner Network](#) has been implemented to satisfy the long list of healthcare-related data center needs.

To learn more about ADARA Networks' ADARA Advantage Partner Program please visit:

<http://www.adaranet.com/partners-info.html> or email: [partner@adaranetworks.com](mailto:partner@adaranetworks.com). To join the program, please visit: <http://www.adaranet.com/partners-info.html>

### 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,

### PRESS Contact

Jennifer Burns, SHIFT Communications, (617) 779-1809, [Adara@shiftcomm.com](mailto:Adara@shiftcomm.com)

enhancing network performance and productivity for our customers and partners, ultimately driving sales and growth. The future of networking is now. For more information, please visit: <http://www.adaranetworks.com>

**PRESS Contact**

Jennifer Burns, SHIFT Communications, (617) 779-1809, [Adara@shiftcomm.com](mailto:Adara@shiftcomm.com)