



## **Talari Introduces New Financial Option to Accelerate SD-WAN Adoption**

*Talari's new subscription pricing offers customers budget flexibility in acquiring SD-WAN technology*

**SAN JOSE, Calif.** — Nov. 17, 2015 — Talari, the technology innovator and market share leader of Software Defined WAN (SD-WAN) solutions that help businesses perform brilliantly with the creation of a smart network that proactively manages capacity, quality and performance, announced today the availability of subscription pricing for physical and virtual appliances and Talari Aware, Talari's central management tool. Subscription pricing allows Talari to expand the SD-WAN market by offering an option to organizations that wish to pursue an OPEX-based SD-WAN acquisition model that distributes costs over time.

"We have seen a growing interest from enterprises that are struggling with lower CAPEX budgets looking for financial options that allow them to introduce new technology without having to pay the full amount up front," said Emerick Woods, president and CEO, Talari. "To support these organizations, we are introducing a subscription pricing model that offers customers the ability to deploy our SD-WAN solution for a low monthly rate, while simplifying the billing process and offering hardware investment protection. With Talari, customers are free to choose either a CAPEX-centric traditional perpetual license or OPEX-friendly subscription model to deploy their SD-WAN."

One of the benefits that Talari's SD-WAN products offer is the ability to leverage low-cost Broadband bandwidth to deliver applications and continue to meet the service levels that are expected of an MPLS environment. With subscription pricing, organizations can now limit or eliminate their investment in MPLS and transfer the monthly MPLS circuit savings to cover part or the entire cost of a Talari solution; starting their journey towards a next generation SD-WAN, which delivers increased agility, improved resiliency and lower costs than their existing WAN.

Talari's subscription pricing includes terms for one, two or three years, a bundled rate that includes product, maintenance and support, flexible billing and a pay-as-you-grow approach that allows

customers to add products to their subscription at any time.

Subscription pricing is available today directly through Talari or select partners.

### **About Talari**

Talari, the leading provider of Software Defined WAN (SD-WAN) solutions, is changing the way companies think about, create and manage their WAN by giving the network brainwidth. Only Talari's THINKING WAN proactively manages capacity, reliability and performance, packet by packet—to keep critical applications running, reduce costs and liberate IT to innovate new ways for the company to be brilliant. To learn more about Talari, visit [www.talari.com](http://www.talari.com).

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