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FOR IMMEDIATE RELEASE

Talari Networks Named to UBM Channel's CRN Data Center 100

SAN JOSE, CALIF. - Jan. 23, 2012 – [Talari Networks](#) announced it has been named to [CRN's 2012 Data Center 100 list](#). This annual list recognizes technology vendors for powering, supporting and protecting today's data center services in an environmentally and economically friendly manner, while boosting efficiency and productivity.

Talari's networking solutions, the Mercury family of WAN Virtualization appliances, are part of a new product class developed to deliver a revolutionary approach to building corporate WANs by increasing bandwidth and reducing costs using additional network resources from various Internet Service Providers (ISPs), including both high-speed Internet connections at customers' central locations, and broadband connections (DSL and cable where available) at branch locations.

WAN Virtualization provides reliable, cost-effective support for business tools such as VoIP and videoconferencing, allowing organizations to take advantage of the affordability of broadband without foregoing business quality, reliability or availability.

"The 2012 Data Center 100 list recognizes vendors that, over the course of 2011, have shown a dedication to the innovation and advancement of today's data center services," said Kelley Damore, Vice President and Editorial Director for UBM Channel. "The recent upsurge in cloud computing has solution providers searching for new ways to ensure their clients maintain connectivity while mitigating costs and security threats. We congratulate each vendor on the 2012 Data Center 100 list for providing a significant growth opportunity for solution providers to build their business by offering cutting-edge products and services to customers."



Selected by *CRN's* editorial staff, the 2012 Data Center 100 list is featured in the January issue of *CRN Magazine* and will be featured online at www.crn.com.

“As thrilled as we are to be recognized by *CRN* as a leading vendor of ‘economically friendly’ products, our greatest satisfaction comes when our global channel partners tell us our Mercury appliances help their enterprise customers increase their WAN bandwidth while reducing their connectivity costs and increasing overall reliability,” explained Keith Morris, vice president of Marketing at Talari Networks. “Reduced costs then open up the possibility for starting additional priority projects previously on hold. It’s a win-win for everyone.”

About Talari Networks, Inc.: (www.talari.com)

Talari Networks' WAN Virtualization solutions bring Internet economics to corporate WANs by transforming broadband and other affordable Internet links to deliver business-class reliability and performance predictability at consumer prices. Talari delivers a network with 30 to 100 times the bandwidth per dollar, ongoing WAN costs reduced by 40% to 90%, and greater reliability than existing corporate WANs. In 2011, Talari was named a Gartner Cool Vendor and its Mercury T750 won Best of Interop--Performance Optimization. For more information, please visit www.talari.com.

About UBM Channel: (www.ubmchannel.com)

UBM Channel is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With over 30 years of experience and engagement, UBM Channel has the unmatched channel expertise to execute integrated solutions for technology executives managing partner recruitment, enablement and go-to-market strategy in order to accelerate technology sales. UBM Channel is a UBM company. To learn more about UBM Channel, visit us at www.ubmchannel.com.

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