



Talari Networks Named a 2013 Emerging Vendor by CRN

SAN JOSE, Calif. – Aug. 12, 2013 – Talari NetworksTM Inc., a leading innovator in WAN reliability and application quality, today announced it has been named a 2013 Emerging Technology vendor by [UBM Tech Channel](#)'s [CRN](#) Magazine. The annual list highlights hot tech startups making an impact on the channel and impression on the tech industry as a whole. These up-and-coming technology vendors have recently introduced a new product or technology that is not only innovative, but generates the high margins solution providers require in today's competitive marketplace.

At the heart of Talari's family of Mercury APN (Adaptive Private Networking) WAN appliances is its patented APN operating software, which aggregates broadband, leased-line and other links to achieve greater reliability. APN performs sub-second analysis and builds a real-time map of the quality of those links to determine where to send each packet, then applies a Quality of Service (QoS) engine to prioritize which applications use the best links at any given time. The end result is a highly resilient WAN that automatically and intelligently adapts to changing conditions in the underlying network and ensures that applications operate without disruption and at a high level of quality.

Through its strong network of channel partners and resellers, Talari is helping customers around the world get the most from their WANs. Talari's channel partners are experts in networking, often with special expertise within a particular technology or vertical industry, such as banking, emergency dispatch, mining, manufacturing, healthcare, etc.

"Any technology vendor can claim to offer innovative products and groundbreaking technology, but only a select group can truly impact the marketplace with their offerings," said Robert Faletra, CEO, UBM Tech Channel. "The companies named to the 2013 Emerging Vendor list offer solutions that deliver as promised while creating the high margins that solution providers demand. We congratulate all the vendors for their commitment to delivering technological innovations that map to the needs of the dynamic channel market."

"By meeting the criteria to be named on the CRN Emerging Vendor list, it further validates the momentum Talari is building in the market," said Kevin Gavin, CMO, Talari Networks. "This encourages more partners to work closely with their enterprise customers to offer Talari's revolutionary approach to WAN architecture that cost-effectively improves WAN reliability and quality and ensures their customers' networks are always performing at the highest levels possible."

The vendors that make up the CRN Emerging Technology Vendor list were founded in 2007 or later, and have revenue under \$1 billion. To view the list and read the editorial accompaniment visit www.CRN.com starting August 12. The list will also be featured in the August issue of CRN magazine.

About Talari Networks, Inc.

Talari Networks is redefining WAN reliability and application performance quality. By aggregating multiple diverse networks into a virtual WAN and continuously adapting traffic based on the availability and real-time quality of the network paths, Talari ensures applications that rely on a WAN are not affected by underlying network issues. Talari's patented technology delivers significant cost savings over single-provider networks while also increasing reliability and quality. Talari has received numerous industry awards and accolades, including Best of Interop—Performance Optimization, *Techworld* Awards—Networking Application Product of the Year, and named Garter Cool Vendor, *CRN* Top 10 Products to see at Interop and *CRN* Data Center 100 List. For more information, visit <http://www.talari.com/>.

About UBM Tech Channel

[UBM Tech Channel](http://www.ubmchannel.com), a UBM company is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With more than 30 years of experience and engagement, UBM Tech 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. To learn more about UBM Tech Channel, visit us at <http://www.ubmchannel.com>. Follow us on Twitter at <http://twitter.com/UBMTechChannel>.

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