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Talari Networks Brings Internet Economics to the Enterprise WAN

Adaptive Private Networking lowers costs while increasing bandwidth and reliability

DEMOfall 07, San Diego, Calif. – Sept 24, 2007 – Talari Networks™, Inc. today announced its revolutionary appliance-based Adaptive Private Networking™ solution, giving Enterprise WAN customers 30 to 100 times the bandwidth per dollar, reducing monthly WAN service costs by 40% to 90%, and offering greater reliability than existing private WANs that use single-provider Frame Relay or MPLS services.

Frame Relay and MPLS WANs, with per-megabit prices of \$800 to \$2000 per month, remain the dominant way to build corporate Intranets today. Despite the ubiquity and low cost of public Internet and broadband services—such as DSL or cable at just \$10 to \$15 per megabit—corporate WAN pricing has remained high because public Internet connectivity by itself does not deliver the 99.95% to 99.99% reliability that businesses expect of their WANs. Consequently, most corporate branch offices make do with less bandwidth than the average individual home broadband user.

Doing for Enterprise WANs what RAID did for storage

In the 1990s, RAID (Redundant Array of Inexpensive Disks) technology revolutionized the storage industry by wrapping a layer of hardware and intelligent software around multiple affordable, consumer-class hard disk drives to create new storage subsystems that were bigger, faster, cheaper *and* more reliable than their traditional counterparts. Talari Networks now brings similar economics to the enterprise WAN. The Talari Networks T700 WAN appliance-based solution creates lower-cost, higher-bandwidth,

and highly reliable WANs made up of any combination of existing private WANs and affordable broadband Internet links.

“Talari’s solution shifts the economics of enterprise communications by orders of magnitude. Reducing operating expenses by hundreds of thousands of dollars while maintaining and improving performance and reliability has a huge impact in and of itself,” said Chris Shipley, Guidewire Group co-founder and executive producer of DEMO. “But there’s another interesting effect: it makes high-bandwidth, data-intensive applications feasible to all levels of an organization. Imagine how it might change the way that work teams collaborate across a global company if anyone in the company could access, on-demand, high-quality videoconferencing capabilities, for example.”

“Talari brings Moore’s Law and Internet economics to Enterprise WAN buyers for the first time since the introduction of Frame Relay service itself more than 15 years ago,” said Andrew Gottlieb, founder and chief executive officer of Talari Networks. “While today’s WAN Optimization companies try to reduce the use of scarce, expensive bandwidth, and attempt to optimize each application for the network, Talari instead optimizes a more affordable, higher bandwidth network fabric for *all* applications.”

Adaptive Private Networking technology

Talari’s Adaptive Private Networking (APN) approach leverages standard VPN technology for secure data delivery and uses end-to-end algorithms for dynamic, real-time, per-packet traffic engineering. It continuously measures loss, latency, and jitter and adapts network traffic flow almost instantly, delivering reliable and predictable application performance leveraging all available bandwidth sources. APN solves the reliability problems often associated with running VoIP and videoconferencing on shared IP WANs, and it can be added seamlessly to existing networks.

Frame Relay, ATM, and MPLS services comprise a \$25 billion annual business worldwide, including more than \$15 billion for higher-bandwidth fractional-T1 and above connectivity. T700-based solutions typically pay for themselves in monthly WAN

savings alone in six to nine months, at the same time that they offer 10 to 20 times the available bandwidth, lower operational costs, enhanced reliability, and greater application predictability than existing single-provider WANs.

Pricing and Availability

The Talari Networks T700 is available immediately, with a suggested list price of \$7,995.

About Talari

Talari Networks does for Enterprise WANs what RAID did for storage—delivering a network with 30 to 100 times the bits per dollar, ongoing WAN costs reduced by 40% to 90%, *and* greater reliability than existing corporate WANs—bringing Moore’s Law and Internet economics to Enterprise WAN buyers for the first time in 15 years. Talari’s Adaptive Private Networking technology lets businesses leverage multiple network connections to build a more reliable WAN that is simultaneously much higher bandwidth, much lower cost, and with lower ongoing operational costs than today’s single-provider WANs. For more information, please visit www.talarinetworks.com.

About DEMO

The semi-annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E*Trade, and Handspring, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information, visit www.demo.com.

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