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Brocade Updates Alliance Partner Network Program to Enable Partners to Deliver Next-Generation SDN Solutions

Enhancements to Channel Program Aim to Increase Profitable and Technologically Robust Partnerships

SAN JOSE, CA -- (Marketwired) -- 02/04/14 -- Brocade (NASDAQ: BRCD) today announced the rollout of an enhanced channel program, including a new component specifically designed for software networking partners. The Brocade[®] [Alliance Partner Network \(APN\)](#) channel program further expands the company's mission to lead the Software-Defined Networking (SDN) market by including SDN-focused deal registration and demo program discounts, as well as a global reseller initiative for Brocade Vyatta[®] vRouter products.

In addition, APN program updates support new initiatives for reselling Brocade Ethernet fabric solutions. When Ethernet fabrics are combined with SDN initiatives -- including those that will evolve out of this program -- network operators will be able to optimize their environment for virtualization on every level.

What's New in the APN Program:

- **Focus on Partnerships**
 - The program enables partners to increase profitability and enhance skillsets through software networking-specific materials, sales and technical kits, updates to existing channel enablement platforms, demos and technical and sales training.
 - With more than 100 approved partners participating, the program update is unique for its ease of access to education and training materials, and the opportunity to resell the Brocade Vyatta 5410, 5415 and 5420 vRouter models.
- **Future-Proof Partners by Way of the Channel**
 - Brocade plans to roll out additional APN program changes in the second half of 2014 that will include more in-depth specialization updates, as well as key programs to reward partners that are providing managed and cloud service provider (MSP) and (CSP) programs.

The new Brocade APN program initiatives are now available to approved partners. To learn more, visit www.brocade.com/apn.

Quotes

Bill Lipsin, Vice President of Global Channel Sales and Marketing

"With the introduction of the Brocade Vyatta 5400 vRouter into the channel and the new SDN-focused APN program initiatives, Brocade is delivering on its promise of empowering partners to succeed while furthering its existing business and technology efforts. We are focused on building technology solutions around the vision and possibilities created by Ethernet fabrics, and the new channel program supports that goal."

About Brocade

Brocade (NASDAQ: BRCD) networking solutions help the world's leading organizations transition smoothly to a world where applications and information reside anywhere. (www.brocade.com)

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