



Brocade Introduces New Technology Specializations to Alliance Partner Network Program

Specializations Recognize Channel Partners' Deep Technology Expertise and Reward Solutions-focused Resellers

Mumbai, INDIA– July 1, 2010 - Brocade® (Nasdaq: BRCD) today announced the addition of new, technology-centric channel partner specializations to the Brocade Alliance Partner Network (APN) program. Based on a combination of standard industry certifications and Brocade-approved testing qualifications, the Brocade Specialized Partner designations will help channel partners address growing customer demand for skilled expertise across a broad range of networking technologies.

To recognize channel partners who currently offer both Brocade Storage Area Network (SAN) and IP/Ethernet product portfolios, Brocade will initially implement the Brocade Network Infrastructure Partner Specialization. Additional specializations, including the Brocade Virtualized Fabrics Partner Specialization and the Brocade Application Delivery Partner Specialization, will be introduced throughout the remainder of the year, each with a set of affiliated requirements.

Qualified partners will receive a number of program benefits, including dedicated pre-sales support, access to seed units and proof-of-concept labs, opportunities for special accreditation, and dedicated lead assignments. In addition, qualified partners will have the ability to progressively apply their specializations to their overall rebate scheme to receive greater monetary rewards. This is in keeping with the core tenet of the APN program to continuously drive partner profitability through key program elements such as low- to no-cost training, flexible use of Marketing Development Funds (MDF), and deals and leads registration.



“Partners are under more pressure to demonstrate inherent value to their customers than ever before,” said Chris Ilg, program director of the Infrastructure Channels Practice at IDC. “Certification-based specializations really help partners bolster their in-house capabilities and knowledge base, while providing customers with the assurance that they’re receiving top-notch guidance and expertise for their IT needs.”

As increasing numbers of end customers begin to fully embrace the evolution toward highly virtualized, services-on-demand computing environments, the network becomes the critical component for the secure, reliable and efficient delivery of data. This growing emphasis on the network is driving the need for highly specialized networking expertise—from overarching network design and architecture to application optimization technologies. Brocade developed these new specializations to equip partners with the necessary skills and knowledge to become a trusted IT advisor and to support partners in their quest to drive deeper levels of customer engagement.

“The addition of these new specializations to the Brocade APN program aligns with our commitment to support our partners as they help their customers migrate to new networking technologies to future-proof their networks,” said Barbara Spicsek, vice president of Worldwide Channels at Brocade. “Brocade is dedicated to the continual development of APN program elements that bring value and additional revenue opportunities to partners. These specializations will help partners to differentiate themselves in an exceedingly competitive business environment and enable them to become and remain trusted IT advisors to their customers.”

“Our new Brocade One unifying network architecture and strategy has been very well received by our channel partners across Asia Pacific. These channel partners play an instrumental role in helping us realize the Brocade One vision in the region,” said Charlie Foo, director for channel sales at Brocade. “New training and certification programs designed to educate on the new converged fabric technologies will be rolled out to about 30 percent of existing partners in Asia Pacific in the initial phase.”



More Information

To learn more about the Brocade Alliance Partner Network, visit www.brocade.com/apn.

About Brocade

Brocade® (Nasdaq: BRCD) develops extraordinary networking solutions that enable today's complex, data-intensive businesses to optimize information connectivity and maximize the business value of their data. For more information, visit www.brocade.com.

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