Silver Peak opens up WAN optimisation to all with new Virtual Marketplace

SYDNEY, Feb. 22,2012Silver Peak Systems, the leaderin data center class wide area network (WAN) optimization, today continues torevolutionize how WAN optimization is packaged, priced and delivered with theintroduction of the VirtualWAN Optimization Marketplace.

This is the industrysfirst and only self-service marketplace for WAN optimization, where anyone can instantlyaccess Silver Peaks entire portfolio of virtual WAN optimization appliances, aswell as step-by-step instruction for quick and easy deployment anywhere in thenetwork and on all common hypervisors.

Visit the VirtualWAN Optimization Marketplace: www.silver-peak.com/marketplace

Virtualizationdelivers numerous benefits to the enterprise, from flexible deployment optionsto rapid cost savings, said Jim Metzler, founder and vice president at Ashton,Metzler & Associates. By migratingthe WAN optimization process to an online, self-service model, Silver Peak ishelping enterprises capitalize on these benefits while establishing itself as aleader in virtual WAN Optimization Controllers (vWOCs).

Read the report VirtualizationChanges Everything by Ashton, Metzler & Associates: www.silver-peak.com/InfoCenter/infocenter_analysisreports.htm

The Silver PeakVirtual WAN Optimization Marketplace allows anyone to choose from theindustrys broadest portfolio of virtual appliances running on the broadestrange of hypervisors, including VMware vSphere, Citrix Xen, and MicrosoftHyper-V. The Silver Peak VX and VRXvirtual appliances range from megabits-per-second (Mbps) to gigabits-per-second(Gbps) in WAN capacity. The Marketplaceincludes common use cases for the Silver Peak products, a download section toobtain license keys and software images, installation videos, and an online user forum for interactionwith Silver Peak experts and other WAN optimization users.

When Silver Peakannounced our Virtual Acceleration Open Architecture (VXOA) eight months ago,the company promised to change how WAN optimization was packaged, priced anddelivered, said Rick Tinsley, president and CEO of Silver Peak. Today, we add another major milestone inmaking that vision a reality. TheVirtual WAN Op Marketplace removes all barriers-to-entry for WAN optimizationand gives anyone instant access to WAN optimization up to and including our VRXproduct featuring a full 1 Gbps20x the capacity of the closest competitor atone-third the price of equivalent hardware appliances.

The introductionof the Marketplace follows growing adoption of Silver Peaks VXOA andskyrocketing demand for the recently released Silver Peak VX-X, a freefully-functional virtual WAN optimizer that has been downloaded more than 7,000times in just five months. Silver PeakVXOA powers the entire family of Silver Peak VX and VRX virtual WANoptimization appliances. It is an openarchitecture that facilitates the most cost-effective WAN optimizationdeployments on a wide variety of industry standard hardware platforms andhypervisors.

Tinsley added, Thecost-saving benefits of virtualization both from an acquisition and operationsperspective are obvious. What was not soobvious when we started down this path was just how ready the market is forvirtual WAN Op. The overwhelming success of the VX-X download program andaccompanying demand for access to the full portfolio drove the creation of theMarketplace.

Testimonials:

Without SilverPeak, the Veeam replication jobs would simply not finish at all, said SSBrendan,who was replicating virtual machines from Texas to Georgia in the UnitedStates. Silver Peak enables the job tocomplete, plus makes it happen in a timely manner.

I can actuallycreate any WAN environment imaginable and fix (and improve) it with the VX VMs,said IT reseller Mrhoards.In addition to demonstrations, I can docountless what-if scenarios to test out possibilities. After I am done, I can then move the entiredemo to the next customer!

Our remote sitessuffer around 600ms of latency across the satellite so this makes it very hard toget data in and out of the remote sites, said RichardMac. I have been very impressed with the ease ofinstall and performance of VX and would highly recommend it to anyone looking atimproving their WAN links.

About Silver Peak Systems, Inc. Silver Peak is the leader in data center class WAN optimization and isrecognized as a leader in the Gartner Magic Quadrant for WAN optimizationcontrollers. The companys VirtualAcceleration Open Architecture (VXOA) delivers unprecedented scalability andflexibility, enabling rapid deployment of WAN optimization anywhere and on anyplatform or hypervisor. Silver PeaksWAN optimization solutions are strategic enablers for large IT initiatives,including data center consolidation, data migration, cloud computing, disasterrecovery, server centralization, and hosted virtual desktops (VDI). For more information, visit the Silver Peak InfoCenteror follow Silver Peak on Twitter, Facebook, YouTube, LinkedIn, and the WAN Speak Blog.

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