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Leading End User Research Firm Survey Supports Superiority of Software-Only WAN Optimization Appliances

TechValidate Survey Finds Broad Acceptance of Virtual Server Appliances and Demand for Storage, Database Replication

MINNEAPOLIS, Minn. – June 15, 2010 – A survey by Silicon Valley research firm TechValidate has revealed a strong customer preference for software-based WAN optimization appliances with the associated CAPEX and OPEX savings and the flexibility they deliver to IT for fast, simple deployment and scalability.

The survey, conducted by TechValidate for [NetEx®](#), the leader in WAN optimization software, found 88 percent of users queried indicated a preference for software-only WAN optimizers with the distinct benefits they provide over proprietary hardware optimization solutions.

The user research also revealed strong support for virtualization technology and its ability to move server images between virtual machines within a data center and over a WAN connection to remote offices for disaster recovery/business continuity sites. Users identified Virtual Server Appliances – software-based WAN optimizers – as an important part of an overall virtualization deployment.

<http://www.techvalidate.com/product-research/netex-hyperip>

Software-based WAN optimizers don't lock users into expensive, proprietary solutions with a fixed feature set and limited scalability that typically require rip-and-replace upgrades to scale performance beyond the vendor's artificially-imposed limits. Software-only designs provide

faster deployment, easier scalability to support new application needs and freedom from the high prices of proprietary hardware.

The TechValidate survey also found strong support for using software-only WAN optimizers in virtualized infrastructures, with 50 percent of the respondents citing virtual machine movement as the most important application to be optimized.

“Deploying WAN optimization as a software-based virtual appliance is a game changer for IT, creating new efficiencies with lower acquisition and operational costs and the flexibility to rapidly and easily add a WAN optimization VSA wherever and whenever needed,” said Robert MacIntyre, NetEx Vice President of Business Development and Marketing.

NetEx’s award-winning HyperIP® is a software-only, virtualization-ready WAN optimization solution, ideal for moving large data sets across WANs securely, swiftly and seamlessly. Patent-pending technology accelerates and optimizes industry-leading data replication and file transfer applications by aggregating multiple data replication applications over a shared connection while mitigating the inherent network latency and network disruption for long-distance remote TCP data transmissions. HyperIP supports long-distance data transfers at up to 800 Mb/s, the highest performance of any WAN optimization solution on the market, and 25 to more than 100 percent faster than competitive products. Transfer speed is optimized for the full range of data management applications, including backup & remote replication and business continuance/disaster recovery (BC/DR). NetEx offers HyperIP for cloud infrastructures as a software-only configuration, enabling customers to quickly deploy the acceleration software into their existing VMware infrastructures.

NetEx leads the industry in supporting the top backup, DR and replication applications from companies such as DataCore, EMC, FalconStor, HDS, HP/Lefthand, IBM, NetApp, VEEAM, and many more. A complete list the BC/DR solutions supported by HyperIP is available at:
<http://www.netex.com/products/hyperip/supported-applications>.

About TechValidate

Founded in 2007 and based in Silicon Valley, TechValidate is the first and only truly automated software platform for the collection and creation of customer evidence. TechValidate solves the problem of extracting quantifiable operational and financial metrics from the 90% or more of the customer base that is not referenceable today and allowing vendors to use that proof to convert prospects into sales.

The company's content automation solution combines the disciplines of marketing automation, social CRM, and market research into a single web-based offering. With TechValidate, clients capture more customer voices faster than traditional approaches. In fact, TechValidate routinely increases customer participation rates by 3X or more with our clients. As a result, business to business vendors can realize the full potential of their greatest marketing asset – their customer base.

About NetEx

Formed in 1999 as a spin-off of Storage Technology Corporation (StorageTek®), privately-held NetEx is providing the world's fastest WAN optimization software in the industry, along with guaranteed data delivery, for over 20 years to more than 100 of the world's largest and most sophisticated organizations, including some of the most prestigious providers of financial, transportation and telecommunications services and government entities. Customers include BP, Telstra, NTT, Verizon, Qwest, Royal Bank of Scotland Group, Lloyds TSB, NDC Health, IRS, American, United Airlines and Kellogg. As a VMware Technology Alliance Partner, NetEx's HyperIP WAN optimizer software is leading the way in demonstrating impressive performance results for supercharging VMware applications worldwide. For more information about NetEx, NetEx/IP or HyperIP, visit www.netex.com or call +1-763-694-4300.

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