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NetEx introduces subscription-based pricing for HyperIP software; reduced cost of entry attractive to mid-tier customers and service providers

MINNEAPOLIS, Minn. – May 6, 2010 – [NetEx®](#), the leader in WAN optimization software, today announced it has adopted subscription-based pricing for its award-winning HyperIP® software WAN optimizer, a move that reduces up-front costs and simplifies budgets for mid-tier users, cloud and service provider partners.

HyperIP is the only VMware Ready™ software that focuses on accelerating storage applications over wide area networks. The simple download requires no lengthy and complex on-premise installations or on-site support. As the first to offer a software-only WAN optimizer, NetEx solves virtualization and cloud infrastructure transfer issues for applications such as backup and remote replication, business continuance/disaster recovery, migration, or on-demand services like transferring and recovering data from cloud storage sites.

Subscription-based pricing is intended to make it more affordable to add optimization software to virtual environments to support projects like server migrations, and mitigate bandwidth restrictions, network congestion, and latency due to distance, jitter, packet loss, bit errors, and poor line quality. Subscription pricing varies based on the data management applications performance required and is based on a 12-month term.

“Simplifying our pricing and lowering the cost of entry to be more in line with IaaS (Infrastructure as a Service) or SaaS (Software as a Service) providers makes sense, particularly

to segments of the market with virtualized environments and organizations providing data services to end users such as MSPs,” said Robert MacIntyre, NetEx Vice President of Business Development and Marketing.

IT providers looking to cure performance bottlenecks that bring WAN-based applications to a crawl often compare the pricing of WAN optimization to the cost of adding more bandwidth. HyperIP achieves greater results by aggregating multiple data replication applications over a shared connection while mitigating the inherent network latency and network disruptions that commonly plague long-distance remote TCP data transmissions.

“Midsized and smaller businesses are more likely to implement virtualization solutions because cost savings are quickly attained,” said Richard OBrien, General Manager, Triangle Computer Services. “With simplified subscription pricing and lower up-front costs, HyperIP is easily bundled in our service offerings to customers, and making it very easy to leverage software WAN optimization for the virtualization and hosting services that we provide.”

With new aggressive pricing that aligns with mid-tier market and solving virtualization and cloud infrastructure transfer issues, HyperIP has become a compelling option in this space. HyperIP is the ideal solution for moving large data sets across WANs securely, swiftly and seamlessly. It enables VMware users to take full advantage of the server and infrastructure consolidation benefits of VMware, including VMware vSphere 4, with its cloud-specific features. HyperIP accelerates a wide range of other VMware data migration functions across WANs, including VMotion and Storage VMotion, vCenter Site Recovery Manager and vCenter Converter for migration of physical-to-virtual images. In recent validation testing, DeepStorage Labs found that using HyperIP can accelerate VMotion migration of virtual machines by 1,000 percent. HyperIP supports long-distance data transfers at up to 800 Mb/s, the highest performance of any WAN optimization software solution on the market, and 25 to more than 100 percent faster than competitive products. NetEx leads the industry in supporting the top backup, DR and replication applications from companies such as IBM, HP/Lefthand, EMC, NetApp, FalconStor, VEEAM, DataCore and many more. A complete list the BC/DR solutions supported by HyperIP is available at: <http://www.netex.com/products/hyperip/supported-applications>.

Users can download a full version of HyperIP software on a 10-day trial basis from www.netex.com or the VMware Virtual Appliance Marketplace:

<http://www.vmware.com/appliances/directory/155643>.

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 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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