

***Nuvola partnership with Talari offers Software Defined WAN opportunities for channel partners***

15<sup>th</sup> June, 2015, UK, Nuvola Distribution, a specialised communications company and service value added distributor, has strengthened its networking portfolio by signing a distribution agreement with [Talari](#), the leading provider of Software Defined WAN (SD-WAN) solutions.

Talari helps channel partners and organisations build smart networks that proactively manage capacity, quality and performance across DSL, cable, Metro Ethernet and MPLS using patented algorithms in its adaptive private networking technology. As a market leader, over the last 5 years Talari has won a number of [industry awards](#) including Gartner “Cool Vendor”, “TechWorld Award”, “Best of Interop” and “SDN Excellence Award”.

“Software Defined WAN is an emerging area that offers a lot of potential for organisations seeking innovative new ways to improve communication flexibility and reduce costs,” says Michael Lloyd, CEO at Nuvola Distribution, “Talari have proven themselves as a pioneer in this area and the technology provides a great complement to our portfolio of communication solutions.”

Nuvola will provide technical pre-and post-sales support and a range of professional services, including advanced training, to help partners deliver highly integrated Talari solutions. Nuvola will also recruit and on-board new partners onto Talari’s SMART Partner Program, a pay-for-performance program focused on partner enablement, engagement and financial rewards. Benefits of Talari’s recently updated SMART Partner Program include increased profitability, enhanced business processes and an expanded enablement tools including a new training curriculum with sales, technical and implementation modules.

“Nuvola are highly respected yet nimble experts in technology and are able to offer the service wrap that will help our channel partners to address the opportunities offered by the growing SD WAN marketplace,” says Tim Mackie, Channel Chief of Talari. “Our SD-WAN solution is transport agnostic and is complementary to WAN optimisation technologies, making Talari a perfect opportunity for partners to add tangible value to customer engagements.”

The ongoing trend of enterprise IT migration to SaaS applications and the increased use of public/hybrid cloud is fuelling demand for SD WAN. Growing adoption of SDN and NFV technologies is also supporting growth with Doyle Research, an analyst firm, forecasting the market will experience strong growth doubling from \$1.6 billion in 2014 to \$3.2 billion in 2018.

Talari and Nuvola will be running a joint launch and educational event on the 7<sup>th</sup> of July at the distributors' offices in Maidenhead offering partners a chance to see the solution in action along with deep Q&A with senior technical and go-to-market executives.

### **About Nuvola Distribution**

Founded in 2013, Nuvola Distribution is a specialised communications company and value added services distributor. In today's IT environment resellers must be able to deliver the "Total" solution, and partnering with Nuvola ensures resellers obtain valuable access to design and consultancy services early in the sales cycle. Engineering and installation is also available, backed up by extended support options and training. Nuvola has strategic relationships with a select set of vendors allowing them to focus on maintaining deeper levels of technical expertise to better assist their channel partners. Nuvola has partnerships with Alcatel Lucent, ShoreTel, Gigaset Pro, Microsoft Lync and Red Box Recorders. For more information, please visit [www.nuvoladistribution.com](http://www.nuvoladistribution.com)

### **About Talari**

Talari, the leading provider of Software Defined WAN (SD-WAN) solutions, is changing the way companies think about, create and manage their WAN by giving the network brainwidth. Only Talari's THINKING WAN proactively manages capacity, reliability and performance, packet by packet—to keep critical applications running, reduce costs and liberate IT to innovate new ways for the company to be brilliant. To learn more about Talari, visit [www.talari.com](http://www.talari.com).

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