

WOMEN OF THE CHANNEL

BROCADE 


Raelyn Kritzer, Director, Global Channel Marketing

Q: What's the biggest opportunity you see for Brocade partners this coming year?

A: The network hasn't kept up with the pace of innovation in other parts of IT. Unlike applications, storage, operating systems and servers, network infrastructure has not been virtualized. As a result, customers are feeling pain with legacy networks that are complex, costly and can't address growing performance requirements. This is a huge opportunity for Brocade partners. We're breaking the networking status quo with solutions that are open, virtual and cost-effective. We're extending our expertise in data center fabrics across the entire network and advocating for software-based architectures. Brocade partners can help their customers say goodbye to their status-quo networks and hello to networks built for virtualization and the cloud.

Q: How is Brocade uniquely positioned to facilitate a partner's success?

A: Many of our partners are evolving towards Cloud Service Provider (CSP) and Managed Service Provider (MSP) models. Brocade is helping our partners with that transition with a unique set of industry-leading solutions for software-defined networking (SDN) and network functions virtualization (NFV) as well as with software-focused deal registration, training and demo licenses. We also provide unique offerings partners can use to differentiate their businesses, such as Brocade Network Subscription which gives customers pay-as-you-go flexibility.



Laurie Potratz, Sr. Director, Global Channel Sales and Distribution

POWER100

Q: For partners starting to engage around SDN and NFV, why Brocade instead of others?

A: These are exciting times for Brocade. We can really help partners navigate virtualizing the network. The Brocade Vyatta virtual router is the most widely distributed software networking solution available, with over 1.5 million downloads. Add to that our newly released vADX, Brocade's virtual load balancer, and we are the only solution to fully cover layers 2-7 of the network—a real differentiator for Brocade VARs. An important point: Brocade is open, so partners won't have to limit their ability to sell as there's no vendor lock-in. We support all major hypervisors and environments; we won't force our partners or customers into a corner.

Q: How can Brocade help partners communicate the value of Software Networking to their customers?

A: We've made it really easy. Brocade partners can provide their customers with free, 60-day trials of the Brocade Vyatta 5400 vRouter and vADX. Customers then have the flexibility to buy either a traditional or consumption-based license. All Brocade software networking solutions are available through our distribution partners, who recognize Brocade's leadership in network virtualization. The Vyatta vRouter has been available since 2006, so our solutions are stable and widely used around the globe.

Brocade is Transforming the Network. Get the Facts at www.Brocade.com