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Brocade Radically Simplifies Enterprise and Hosted UC Deployments

Provides Network Foundation to Help Enable Easy-to-Manage and Scalable Microsoft Lync Deployments from Data Centers to End User Devices

Paris, le 12 mars 2012 – Brocade (Nasdaq: BRCD) **today unveiled an architectural framework that helps deliver high-performance, intelligent and simple-to-manage networks to serve as the foundation for Microsoft Lync unified communications (UC) deployments.** The Brocade architecture can be seamlessly deployed across both hosted and non-hosted enterprise environments, enabling a consistent unified user interface and user experience across multiple devices and media types.

The enterprise version of the architecture is built on Brocade data center and enterprise network solutions in a framework optimized to support Lync application deployments. Service providers looking to extend Lync services to multiple customers can use this architecture as a hosted solution through the Microsoft Lync Server 2010 Multitenant Pack for Partner Hosting. The Microsoft Lync Server 2010 Multitenant Pack for Partner Hosting architecture is for service providers who are looking to offer differentiated services to their customers.

Daniel Allen, CEO of SIPCOM, a key enabler of hosted unified communications to fixed and mobile operators, system integrators, hosters and resellers across three continents, noted: "As a customer and partner of the Microsoft Lync Server 2010 Multitenant Pack solution, we are excited by the significant business and technical opportunities it offers. Brocade's innovative technology provides the critical application availability, network resilience and performance demanding environments like ours demand. The ability to offer high-quality Lync services is significant as customers are challenged by the potential complexity and cost of on-site deployments. With Brocade technology we can provide hosted Lync to these customers with confidence."

UC adoption is growing at a rapid pace, with the promise of delivering much-needed improvements in workforce productivity and collaboration. In fact, according to IDC, the UC and collaboration market in EMEA is predicted to reach $16.6 billion by 2015, up from just $5.7 billion in 2010[1].

"To deliver an exceptional end-user experience, Brocade and Microsoft have worked closely to help ensure that our customers are able to build a rock-solid network infrastructure to meet the growing demands of Lync. Brocade, with its history of rich innovation and experience in the development of robust networking solutions, offers a solution for the implementation of Lync UC deployments," said Warren Barkley, general manager for Lync at Microsoft.

Available through Brocade accredited partners and offering end-to-end networking to seamlessly transport video, voice and data, the Brocade offering incorporates solutions across the Brocade data center and enterprise networking portfolio. Brocade VDX® Data Center Switches deliver an Ethernet fabric-based topology for high-performance 10 Gigabit Ethernet (GbE) connectivity, and ServerIron™ ADX Series of application delivery switches provide the load-balancing vital to the delivery of a consistent UC experience. Brocade SAN Switches and Fabric Adaptors provide high-performance connectivity to any storage or disaster recovery environment.

In addition, Enterprise customers can leverage the Brocade campus network solutions, including the recently announced Brocade ICX™ campus network family of switches with HyperEdge™ technology. This innovative solution offers wired and wireless connectivity with data-center-class availability at an attractive price point. HyperEdge technology helps to enhance a number of current campus LAN-based applications, such as UC and security, while paving the way for emerging applications such as "Bring Your Own Device" (BYOD) enterprise mobility, rich video and virtual desktop infrastructure (VDI).These solutions are optimized for UC and the HyperEdge-ready switches extend the resilience and availability across the entire campus environment to facilitate effective deployment and use of Lync.

"As users demand higher performance from bandwidth-hungry services, the entire network is under greater demand. An application optimized network is absolutely critical to a successful UC implementation," said John McHugh, vice president and CMO at Brocade. "The Brocade architecture for Microsoft Lync provides a radically simplified path to utilize the business benefits of advanced UC platforms. By helping to simplify and streamline the deployment of Lync with a proven and tested framework, enterprises and services providers can accelerate their time to productivity and profitability."

Further information:
- Video - Kapil Sharma, Principal Program Manager of Microsoft Lync at Microsoft Corp: http://www.youtube.com/watch?v=TbCuNRL4Csg
- Microsoft Lync Server 2010 Multitenant Pack for Partner Hosting: http://social.technet.microsoft.com/wiki/contents/articles/7325.microsoft-lync-server-2010-multitenant-pack-for-partner-hosting-resources.aspx
- Brocade Deployment Guide for Microsoft Lync 2010,: http://www.brocade.com/downloads/documents/technical_briefs/technical_briefs_partners/Brcd_MS_Lync_Server.pdf

1 IDC: Sept 2011 - *EMEA Unified Communications and Collaboration Market 2010 – 2015*

About Brocade
Brocade (Nasdaq: BRCD) networking solutions help the world's leading organizations transition smoothly to a world where applications and information reside anywhere. (www.brocade.com)
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