



Array Networks Ranked Second in Market Share in India for Application Delivery Networking

Array gains position in latest IDC Networking Equipment Tracker Report covering application delivery controllers, WAN optimization controllers and application-centric services

MILPITAS, CA – December 3, 2013 – [Array Networks Inc.](#), a global leader in application delivery networking, today announced that it has been ranked by IDC as having the second largest market share in India for [application delivery networking solutions](#). In its October 2013 Networking Equipment Tracker report, IDC attributes Array's new market position to an impressive combination of moving into the number-two slot for application delivery controller sales and a 572% increase in WAN optimization controller sales since 2H2012. The IDC study tracks combined revenue for [application delivery controllers](#), [WAN optimization controllers](#) and application-centric services.

In comments that support Array's ranking in the new report, IDC analysts note that the company's WAN optimization solution has "increased its chances of cracking bigger deals and positioning themselves as an end-to-end solution provider in the ADC space."

According to IDC, drivers of Array's leading position in the India market include the ability to close deals in the lucrative government and banking and financial services industry (BFSI) markets, as well as the ability to offer holistic ADC and WAN solutions with custom costing to potential customers. Although Cisco still leads – due to volume WAN optimization sales – Array is mounting a challenge by way of continued growth in the WAN optimization space.

Mr. Shibu Paul, Country Manager at Array Networks said, "IDC is a respected authority tracking the markets Array serves, and the local IDC team in India has a superior understanding of vendors, partners and customers in the application delivery networking space. The Array team has been working tirelessly to serve our customers, assist our partners and enhance our offerings, and I am extremely pleased to see our efforts paying off as reflected in the new IDC market report."

"In addition to growing traction in the enterprise based on its suite of application delivery networking solutions, Array is also opening up new opportunities with its line of software appliances which can be



hosted on any virtualized server to break price barriers and make solutions more affordable to SMBs,” said Manoj Iyer, IDC’s market analyst for enterprise networking in India. “With the ability to support a broad range of customers and a go-to-market strategy focused on educating partners its load balancing, WAN optimization, enterprise mobility, high availability, BYOD and application acceleration solutions, Array is well positioned to further increase their market share in the application delivery networking market.”

Source: IDC Asia/Pacific Semiannual Application Networking Equipment Tracker, 1H 2013, October 2013

About Array Networks

Array Networks is a global leader in application delivery networking with over 5000 worldwide customer deployments. Powered by award-winning SpeedCore™ software, [Array solutions](#) are recognized by leading enterprise, service provider and public sector organizations for unmatched performance and total value of ownership. Array is headquartered in Silicon Valley, is backed by over 300 employees worldwide and is a profitable company with strong investors, management and revenue growth. Poised to capitalize on explosive growth in the areas of mobile and cloud computing, analysts and thought leaders including Deloitte, Red Herring and Frost & Sullivan have recognized Array Networks for its technical innovation, operational excellence and market opportunity.

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