Press Briefing Notes

BROCADE MEDIA CONTACT
Joyce See
Tel: +65 6317 2435
jsee@brocade.com

PR AGENCY CONTACT
Rohit Srivastava
Tel:+91-11-29834428
Rohit_Srivastava@melcole.com

Brocade Shows the Way to Flatter Networks

Celebrates landmark 15 years of leadership; unfolds visionary strategy for the future with Brocade One unifying network architecture.

New Delhi, India – September 28, 2010 – Celebrating completion of 15 successful years marked by consistent market and technology leadership, Brocade® (NASDAQ:BRCD) unfolded its strategy for the next decade with a vision of "Flatter Networks".

Talking of the future of enterprise networks, John McHugh, Brocade's Vice President and Chief Marketing Officer said, "There is probably not a presentation or a technology paper written today where one if not all three of these words aren't thrown out there – virtualization, cloud and convergence. The trend is exciting. The ability for companies to be able to take another step back and look at their data center – not as this physical asset which must kind of constantly scale and stay in touch – but, rather, a way to grow and a way to add new business capabilities in a way that's very dynamic and exciting. We're moving to a world where our applications and information can be anywhere in the cloud. The fundamental ability to redefine business models that are more lightweight, more agile and more efficient around this model is compelling and dramatic and is going to be the most important evolution of the next 10 years. This will soon be a world in which the entire network is the data center."

Continuing on a customer-oriented view of how businesses are seeing their business data being driven, McHugh revealed the results of a survey conducted by Brocade amongst CIOs of leading organizations. According to the key findings of the study, just over 50 per cent of customers felt the product applications were going virtual, and 64 per cent indicated that virtualization will be the primary driver of IT investments over the next few years. And an overwhelming 68 per cent responders said the network should be as reliable as the data

centre. It was, in fact, this finding that lead Brocade to build its go-to-market approach around the belief "the network is the data center".

"In a world where the entire network is your data center, you have to stitch together all the elements to guarantee information integrity and application performance. But there are as many ways to go about this as there are vendors in the market. For the purposes of this discussion, let's think about simplification as being the driving factor for real innovation. This is the difference between invention and innovation," said McHugh, talking of the BrocadeOne Unifying Network Architecture.

"Solutions or approaches to convergence absolutely must enable and even stress choice for customers. They must meet the high quality standards for the data center, with nonstop, always-on architectures ready for business deployment. The data center of the future is the whole network – the cloud, public or private, and all the points from which users connect. The key question for the vendor community is this – how do we enable customers to guarantee and deliver application performance and information integrity throughout this architecture?" concluded McHugh.

India would be a key component in Brocade's strategy. With the Brocade India R&D Center at Bangalore, a strategic Brocade facility working in the areas of Storage Networking Applications (software), FCoE/CEE Applications, ASIC Design & Testing and IP Networking, Brocade hopes to leverage its strengths into continuing leadership across all market segments. building brand awareness for Brocade in the Ethernet market, generate qualified sales leads, and spearhead integrated programs to help bring the Brocade One™ unifying network architecture and strategy to market throughout the region.

About Brocade

Brocade (NASDAQ: BRCD) develops extraordinary networking solutions that enable today's complex, data-intensive businesses to optimize information connectivity and maximize the business value of their data. For more information, visit www.brocade.com.

###