

FOR IMMEDIATE RELEASE

Mushroom Networks Introduces the VNF Design Studio, Enabling the Creation of Custom WANs On Demand

*SD-WAN Innovator Delivers Modular Virtual Network Functions for
Network Admins and Service Providers to Optimize Cloud Services*

SAN DIEGO – September 13, 2016 – Mushroom Networks, innovators in Broadband-Bonding™ and [Software-Defined Wide Area Networking](#) (SD-WAN) platforms, today launched the VNF Design Studio, a platform that represents the next stage in the evolution of the SD-WAN market. The VNF (Virtual Network Function) Design Studio is the industry's first solution that enables service providers and large enterprises to easily build their own virtual network functions, custom-made for their WAN via a curated library of modular, drag-and-drop components. By doing so, admins are able, for the first time ever, to fully optimize their WAN and the performance of their cloud services for their organization's specific needs and application traffic profile.

“In the era of distributed computing and the software-defined data center, the bottleneck for cloud services at the enterprise branch office has become the WAN. And for organizations that are relying on mission-critical cloud services over a distributed geography, ensuring the performance of those services is paramount,” said Cahit Akin, founder and CEO of Mushroom Networks. “VNF Design Studio extends the programmability benefits of the software-defined data center all the way to the branch office. Our VNF Design Studio gives network admins even more flexibility and power by enabling them to very easily and quickly create custom WAN overlays specific to their own requirements.”

With their VNF Design Studio, Mushroom Networks is taking the next step from a “software-defined” architecture standpoint and making virtual network functions available on an “a la carte” basis for firms to mix and match to create their ideal custom WAN to support their enterprise cloud services. The level of flexibility provided is vast.

For example, a CIO can have a VNF that dynamically and automatically steers VOIP/SIP traffic around network problems caused by high latency, jitter and packet loss, and in parallel have another VNF to support cross-traffic and latency optimization for “chatty” applications.

In another example, a VNF can be built in minutes designed to steer non-real-time traffic away from a costly WAN link and apply header compression for real-time traffic only in situations where packet loss or latency crosses a specific threshold during certain times of the day, all the while updating syslog with telemetry data.

“The WAN environment has changed dramatically over the last 12 months, and there is a shift away from carrier-managed private networks like MPLS due to hosted applications and lower cost, higher bandwidth availability,” says Paul Cooney, president of Shamrock Consulting Group. “Starting in 2015, our clients made sudden shifts in their environment and were looking towards multiple ISPs, but the issue was how to remotely manage disparate networks at multiple locations with multiple carriers. Mushroom's

solution fits perfectly into this environment, and provides not only the bonding and real-time optimizing capabilities but the reporting metrics needed to remotely run any size network.”

With an intuitive user interface, network administrators can mix and match specific network functions to create their ideal SD-WAN system and immediately have this new platform up and running in a production network without requiring a firmware upgrade or reboot. From an industry standpoint, this is the first step to enterprise cloud services being optimized with their own custom-designed WANs on a company-by-company basis.

“The transition to Software-defined Enterprise WAN (SD-WAN) is a significant trend transforming the WAN optimization market,” said Cliff Grossner, Ph.D., senior research director for data center, cloud and SDN at IHS Markit. “In a recent IHS Markit report, SD-WAN revenue is forecast to reach \$1.3B by 2020, which will drive the need for solutions that bond WAN links of dissimilar technologies, forming a single highly reliable broadband pipe that can easily scale based on application needs. No doubt solutions making it easy to define services or VNFs (app firewall, protocol optimization, etc.) applied to specific application traffic flows will be in high demand.”

Available today, you can learn more about the VNF Design Studio at <https://www.mushroomnetworks.com>

About Mushroom Networks

Mushroom Networks, Inc., is a privately held company based in San Diego, CA, providing patent pending Broadband Bonding solutions to a range of Internet connection applications. The company’s flagship product line serves SMBs, enterprises, multi-tenant buildings, and broadband service providers and bonds dissimilar broadband access technologies forming a single highly reliable broadband pipe that can easily scale based on needs. Mushroom Networks was the winner of the 2015 Most Innovative Product award by CONNECT, finalist for the coveted 2012 San Diego Business Journal Innovation Award, winner of the XCHANGE Tech Innovators Xcellence Award, and winner of the 2008 CONNECT® ‘Most Innovative New Product’ award, Network World’s “top technology trend of 2008” award. For more information, please visit <https://www.mushroomnetworks.com> or call (858) 366-9255.

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