THE DOWNLOAD FROM PICA8
NETWORKING INDUSTRY NEWSLETTER

PICA8 "The Software Cisco"

AMPCON
Network Controller

PICOS
Switching Software

A Word From The CEO

James Liao, founder and CEO of **Pica8**, has posted his latest thoughts regarding Pica8's market positioning in light of rapidly shifting market conditions. The networking industry is in need of **"The Software Cisco,"** something **Cisco** itself recently alluded to in a call with analysts. Mr. Liao makes the case for how Pica8, as the incumbent pureplay networking software vendor, can capitalize on this emergent market need. Hardware systems vendors' need to sell boxes is at direct odds with the value of hardware-independent software. The challenge for the software vendor is to design and provide the networking features the market demands, and needs.

[Click this link to read the entire blog post.](#)

The Time Is Now To Consider Open Networking

Adoption of **open networking methodologies** for the typical enterprise may be the answer to the question of how to deal with current equipment constraints in the networking market by opening up **choice** for the end user. This is **smart shopping** as a networking
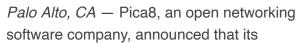
equipment consumer, something Chief Marketing Officer **Kelly LeBlanc** examines in a blog posting. It may not be fashionable to consider **price / performance / benefits** when it comes to buying networking equipment, but success for the smart enterprise always depends on aligning budgets with business objectives.

[Click here to read the blog post.](#)

Pica8 AmpCon Automation: Open Networking Alternative To Cisco DNA Center

New Pricing Model Includes Blocks of Software Switches with Network Controller

Palo Alto, CA — Pica8, an open networking software company, announced that its **AmpCon™ Network Controller** provides a better alternative to Cisco DNA Center and competing solutions from switch hardware vendors such as Arista and Juniper. Enterprise customers who are tired of **complex licensing,** vendor lock-in and sales quotas are turning to Pica8's AmpCon Network Controller to automate the lifecycle management for any number of open network switches in campus, data center and distributed site networks. Pica8's new pricing model includes blocks of **PicOS® Software Switches** with the purchase of the AmpCon Network Controller.

[Read the complete press announcement here.](#)

From The Web:

Packet Pushers Network Break 352: Nokia Announces 800G Routing Silicon; Pica8 Enticingly Prices Its Campus Controller, Switches

If you are receiving this news letter, **Packet Pushers** will need no introduction. Industry influencers **Drew Conry-Murray** and **Greg Ferro** were kind enough to cover our latest press announcement regarding the **AmpCon/PicOS** bundle offer. It was very flattering to get validation of our product news, and while the gentlemen were skeptical about positioning the AmpCon/PicOS package as a direct **Cisco DNA Center** replacement, they were able to agree there was an argument for our solution in the campus networks looking for bread-and-butter networking features, simplified licensing structure, and a price too

compelling to ignore.

Click the graphic, or this link to listen to the Packet Pushers Network Break Episode 352.

Pica8: Software For Great Networking