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## Break Free Partner Program For Open Networking

### Now Offering Channel Recruitment Incentives For Cumulus Linux, Dell and Edgecore Switch Networking Resellers

Pica8 recently announced its new Break Free Partner Program that will incentivize VARs who resell open networking solutions from **Cumulus Linux** and leading original design manufacturers (ODMs) such as **Dell** and **Edgecore**.

Open networking continues to be an important industry trend, now more than ever as the silicon shortage is creating a unique market need. More and more network consumers faced with delaying infrastructure buys due to circumstance are investigating other options available, and open networking may be a compelling and competing alternative to single-vendor lock-ins, and the associated delays.

“If you’re a Cumulus, Dell or Edgecore VAR, perk up. Pica8 thinks they have a partnership worth your while to consider.”

***Ethan Banks, Co-Founder, Packet Pushers***

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

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*From Our Blog:*



## The Silicon Shortage, From An Open Networking Manufacturer's Perspective

We recently teamed up with executives from **Edgecore Networks** to publish an overview of how an OEM manufacturer is contending with the industry silicon shortage. Open networking methodologies are rooted in choice for the customer / end user. Networking product vendors such as Edgecore are best-of-breed solutions providers, providing another choice for consumers.

Vertical integration of suppliers for many big-name vendors is causing a cascading effect of delays for products. Edgecore, as a leading OEM, not only can design products to mitigate various supply issues, but also has reach and influence into the supply chain itself.

Edgecore Networks **President Heimdall Siao** and **VP of Sales Youngcor Shueh** are guest bloggers for this piece.

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

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*From The Web:*



## Pica8 Packs Network Control, Switch for "Software Cisco" Goal

**Nancy Liu**, editor for industry news outlet **SDxCentral**, recently gave coverage to Pica8's "one-in-one switch automation platform" news by publishing a conversation she had with **CEO and Founder James Liao** and **CMO Kelly LeBlanc**. The briefing also covered

news of recent Series C funding, plans for expansion, and an outline of how **"The Software Cisco"** fits into the networking ecosphere.

We love that Pica8 was characterized as **'plucky'**, and we are trying hard to retain a personality in an industry often too monotone in nature. Thank you Nancy!



[Read the news from SDxCentral from this link.](#)



Pica8: Open Networking Must Flow



Pica8 1032 Elwell Court, Suite 105 Suite 105 Palo Alto California 94303 United States

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