

SOHoware Launches NetExperience An On-Demand Seminar for SMB Networking VARs

*SOH*oware Tailors Presentation Time and Subject to Fit the VAR's
Schedule and Needs

Santa Clara, CA, September 21, 2005 – SOH

oware, a wireless LAN pioneer and VAR-Direct solutions provider, announces the launching of NetExperience an informative on-demand service tool that addresses the networking application needs of IT VARs and wireless ISPs.



NetExperience combines the best aspects of Webinars and personalized application support.

Each NetExperience conference is scheduled around the participant's availability, and the presentation touches specifically on subjects that solve the reseller's immediate business opportunities. As a result, SOH

oware's resellers accelerate their business cycles closing more deals faster.

The sourcing and qualifying of new portfolio solutions has become increasingly burdensome and risky for resellers with the current proliferation of networking vendors. "NetExperience provided one-on-one consultation that targeted our near term security appliance needs, at the depth and detail necessary for us to evaluate and make decisions," reported a recent NetExperience attendee. "The value of NetExperience is particularly attractive to any small and mid size VARs who prefer to spend their time wisely by focusing on their core mission – closing deals and opening new opportunities," says Ashok Kumar, VP of Sales and Marketing for SOH

oware. "NetExperience further innovates SOH

oware's Partner program in support of our VAR-Direct channel model."

SOHware networking solutions include best of breed MIMO wireless LAN, anti-spam anti-virus security appliances, SIP based VoIP IP-PBX, IP surveillance, outdoor wireless LAN, and hotspot subscriber management. Selling only to VARs, SOHware bypasses traditional 2-tier distribution enabling better channel management and superior Partner support. NetExperience enhances the valuable suite of Partner resources available from SOHware, which includes online Design-Win center, online technical training, aggressive incentives, and co-Marketing assistance. VARs sign up for NetExperience seminars directly on the SOHware web site.

About SOHware

SOHware provides secure networking solutions that conform to OACIS™ open architecture through a VAR-direct channel model to small and medium businesses. SOHware solutions offer innovative, business-class features combining performance, ease of use, and affordability demanded by the growing SMB and distributed Enterprise markets. SOHware is a registered trademark of SOHware, Inc.

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