

# THE DOWNLOAD FROM **PICA8** NETWORKING INDUSTRY NEWSLETTER

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## IoT Devices Fuel Growth In Switching Market



Industry analysts are coming on record with analysis of the growth of the campus switching market, and Internet connected devices are responsible for much of this growth. A maturing market in connectivity is developing from the initial novelty of connecting previously 'dumb' devices, creating new demands in infrastructure.

Campus networks are evolving to become a hub for cloud, employees and workers, and IoT. While employees and users increase incrementally, IoT device demands are increasing exponentially, and this trend will continue as these devices continue to get more powerful and less expensive.

While **Big Networking** is stepping up their product lines and sales people to accommodate this new sales opportunity, Pica8 customers already know that **software** is uniquely suited for this market need. The key to enterprise scalability is **management automation**, and Pica8's [AmpCon network controller with PicOS switching software](#) provides all the tools necessary for one-touch provisioning and management.

**Pica8 Chief Marketing Officer Kelly LeBlanc** details some of these features and makes the case for why software should be your first step in simplifying networking to address complex needs. [Read her latest blog entry here.](#)

## ***Available Now: IoT Webinar With Edgecore Networks***

Pica8 recently teamed up with **Edgecore Networks** to produce a webinar episode discussing some of the features and foibles of IoT device networking, and how to prepare your network for next-generation applications with turnkey networking solutions that are available now. By now, it is no industry secret that supply chain problems are still causing wide-spread availability issues with some technology providers. Edgecore and Pica8 may have alternatives that every network manager should be aware of. Market needs won't wait for supply issues, and upgrade schedules can turn into costly delays. Register now to download the discussion **Edgecore's VP of Product Management Nanda Ravindran** had with Pica8 CMO Kelly LeBlanc regarding trends in campus network technologies.



[\*\*Click here for the registration link to our webinar.\*\*](#)



## ***Available Now: Open Networking And The Global Chip Shortage***

Global networking equipment distributor **EPS Global** has kicked off its brand new podcast series **The Critical Lowdown** to feature trends in open networking. Pica8 was invited to be a featured guest for the first episode. Like other tech industries, the impacts of COVID to the networking supply chain are still being dealt with on many levels. As a leading distributor of networking equipment both before and through the pandemic, EPS Global has been in a unique position to service a rapidly changing marketplace from the front lines. As we come to the end of the pandemic, new market dynamics are presenting themselves and **EPS Global Sales Director Alan Fagan** investigates these opportunities and provides some potential strategies in this market environment.



[\*\*Click here for the link to the podcast, available on all major podcast platforms.\*\*](#)

## Upcoming: Pica8 At Networking Field Day #28

Pica8 will again be participating in **Networking Field Day**, hosted by **Gestalt IT Media** in Santa Clara. Networking Field Day is part of the **Technology Field Day** seminar program by Gestalt IT, and is designed to provide a forum for a select group of delegates and participants to interact with technology companies to do a deep dive in technologies, tools, and products that shape the networking market today.

Following on our first event in January, we will again be sending Pica8 representatives for a hands-on demonstration of the **Pica8 Networking Software Suite**. The event will be live broadcast, as well as recorded for on-demand viewing via various web services including **YouTube** and **Vimeo**.

Networking Field Day #28 is currently scheduled to take place **May 4-6, 2022**.

More information about the event can be found at [Gestalt IT's web site](#).



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