

# BRAND GUIDELINES

NON  
PRO  
PRO  
PRO

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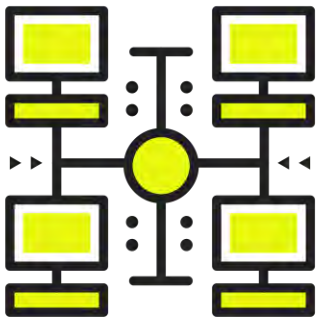
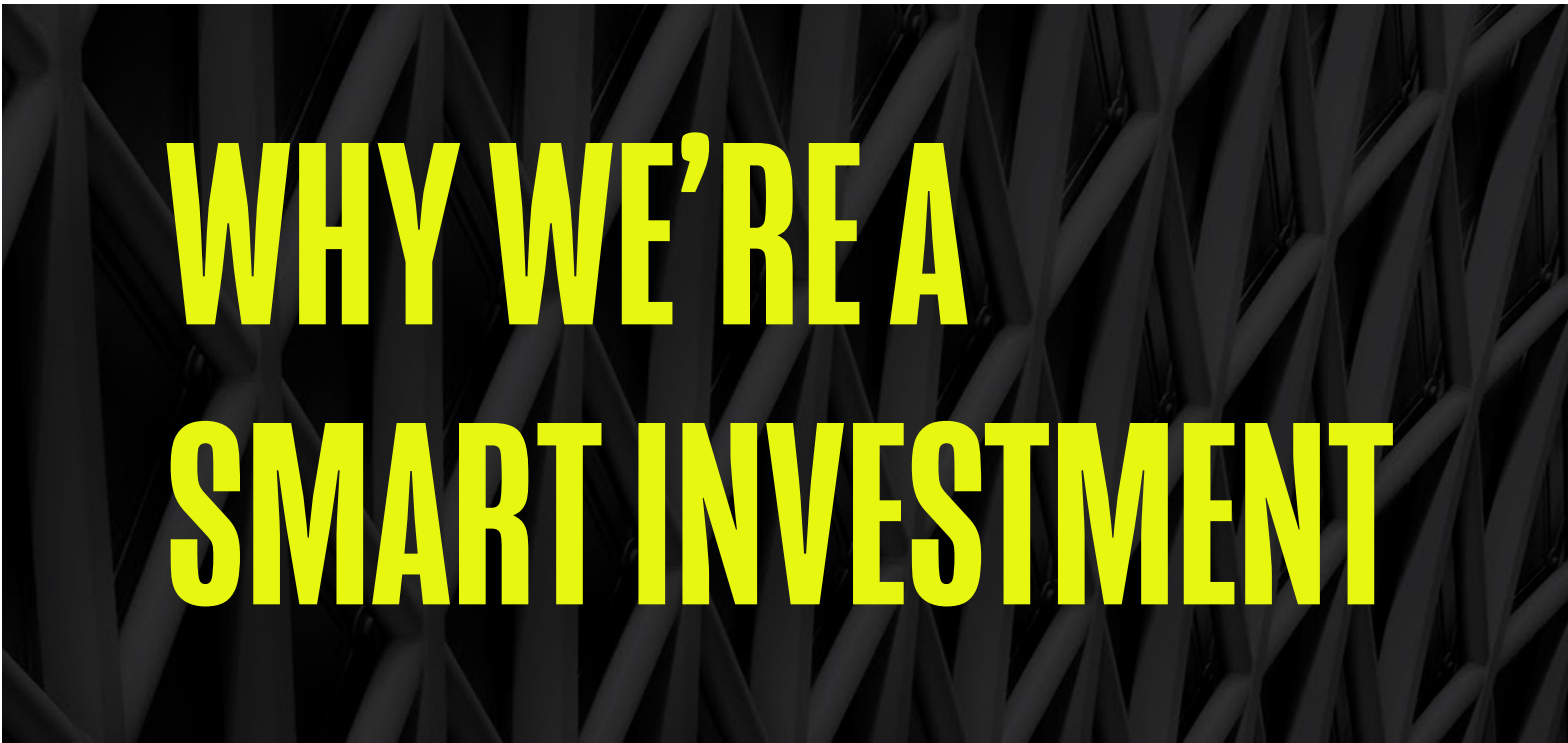
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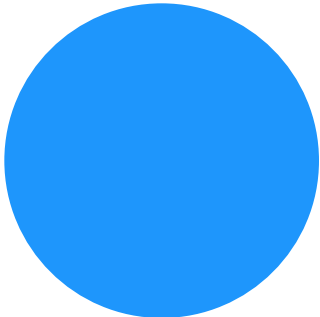
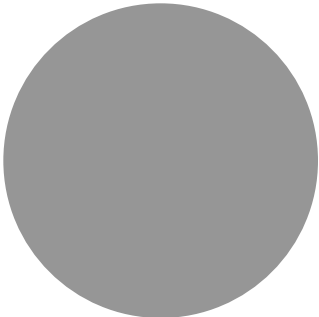
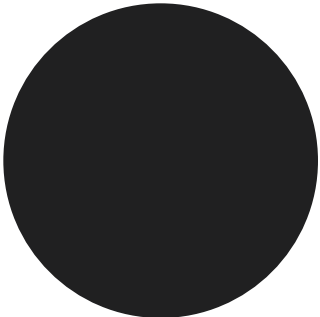
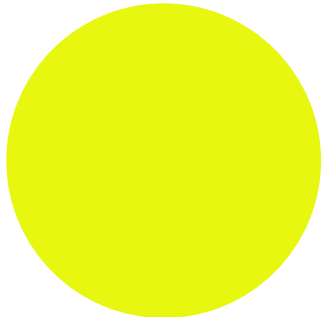
# **ZADARA PRODUCT BRAND STYLE GUIDE**

zadara

Zadara’s look is modern, slick and incisive. Colors are neon and pop off the screen differentiating us from our more conservative competitors. There is a full blown swagger to the brand and it screams confidence.



zadara

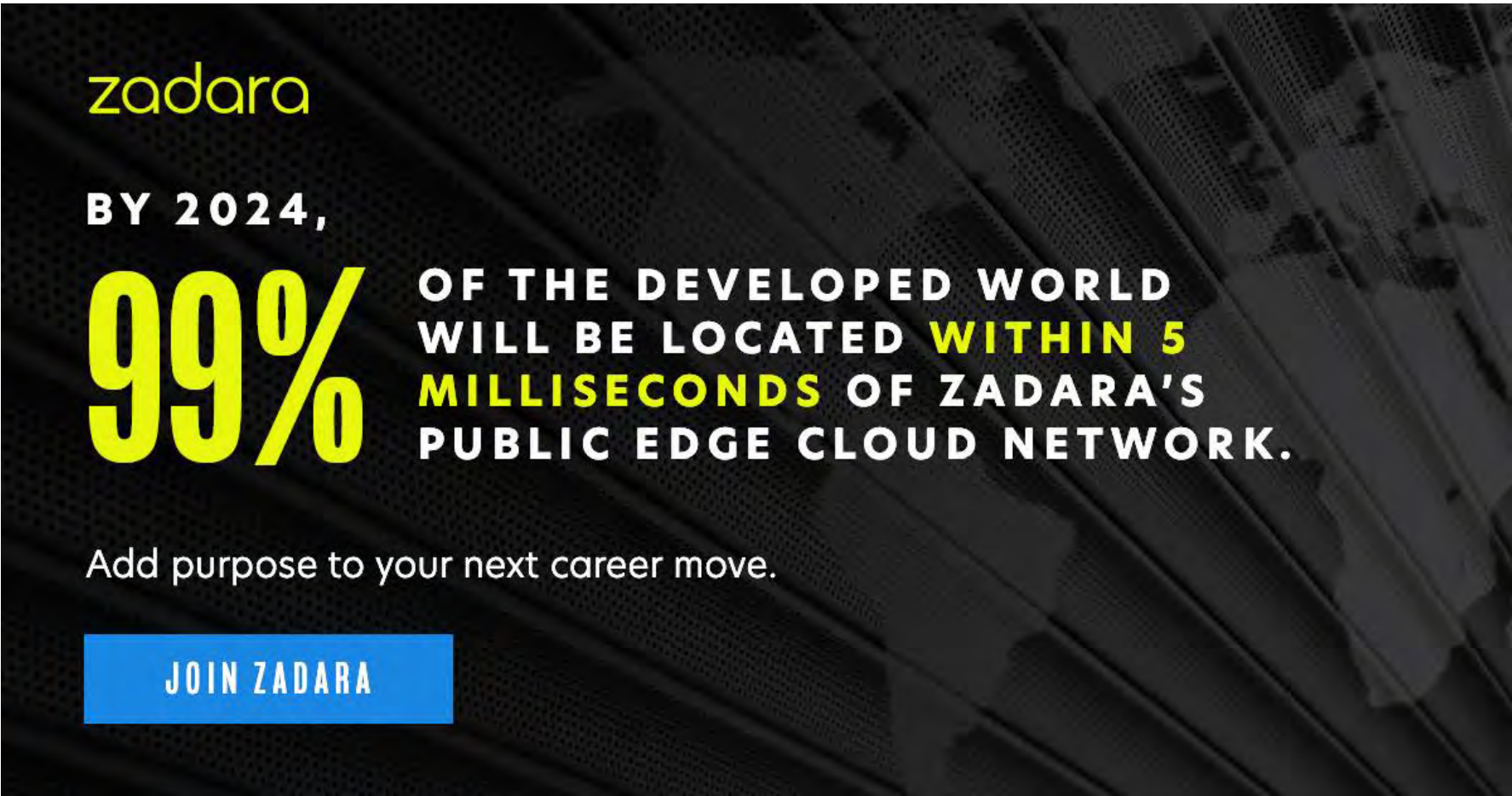




Zadara’s tone is bold. It’s unapologetic. An all caps tone is essentially a step shy of a coach ramping a team up for a big game. There’s a sense of humor but mostly, the tone is all about having a sense of adventure and pride in what data storage can do when everything clicks.

The messaging shows a bit of flair for the potential of data storage. Everything gets a bit of well-deserved hype. An exclamation point can be used. No one sounds like Zadara – and that’s perfect.

zadara



Zadara feels confident. Confident in knowing that we understand our clients. Confident in the future of the data storage space. Confident that we are building something cutting edge.

An overall sense of inspiration and enthusiasm at every turn.

“



*“We saw significant savings moving to Zadara’s consumption approach that complements our business model.”*

**Christopher Smith**  
Director of Information Technology,  
Technology Organization

# ENTERPRISE-GRADE CLOUD SERVICES

Accelerate cloud adoption in your organization and start turning your ideads into business solutons with Zadara Cloud Services (ZCS).





Horizontal Logo



Vertical Logo

zadara

Primary  
Color Palette



Black & White



Secondary  
Color Palette



zadara

Do not use the yellow logo on a white background.

zadara

Do not make the logo any color other than the Zadara palette.

zadara

Do not add a drop shadow to the logo.

zadara

Do not rotate the logo to any angle other than 90 degrees.

zadara

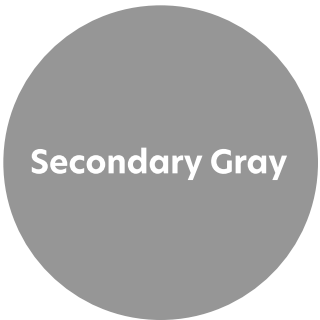
Do not distort the logo.

zadara

Do not outline the logo.

zadara

zadara



<b>HEX</b> #E7F70F
<b>RGB</b> 227 / 249 / 0
<b>CMYK</b> 15 / 0 / 99 / 0

<b>HEX</b> #202021
<b>RGB</b> 32 / 32 / 22
<b>CMYK</b> 72 / 67 / 64 / 73

<b>HEX</b> #969696
<b>RGB</b> 150 / 150 / 150
<b>CMYK</b> 44 / 36 / 36 / 1

<b>HEX</b> #1E96FC
<b>RGB</b> 30 / 150 / 252
<b>CMYK</b> 70 / 36 / 0 / 0

<b>PMS</b> 809 C
---------------------

<b>PMS</b> 419 C
---------------------

<b>PMS</b> Cool Gray 7 C
-----------------------------

<b>PMS</b> 299 C
---------------------

Font  
Mongoose

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Font  
Hero New

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

zadara





**Hero Headline:**  
Mongoose, Medium  
All Caps  
40 / 38 pt, 5 track

**Pull Quote:**  
Hero New, Light Italic  
11.5 / 18 pt, 20 track

**Body Copy:**  
Hero New, Light  
9 / 16 pt

**Hyperlink Copy:**  
Hero New, Light  
8 / 14 pt  
#1E96FC



Font  
Fjalla One

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Font  
Didact Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

zadara

Headline:

Fjalla One  
All Caps  
30 / 50 pt

SECURE ENCRYPTION.  
YOU CONTROL THE KEYS.

Body Copy:

Didact Gothic  
14 pt / 1.15 line spacing

Zadara is built with security in mind.  
Your data is stored on dedicated  
hardware, and protected with in-flight  
and at-rest encryption. Also, because  
you manage your keys, only you control  
access to your data.

Caption Copy:

Didact Gothic, Italic  
11 pt / 1.15 line spacing

Visit our [blog](#) to learn more about data encryption.

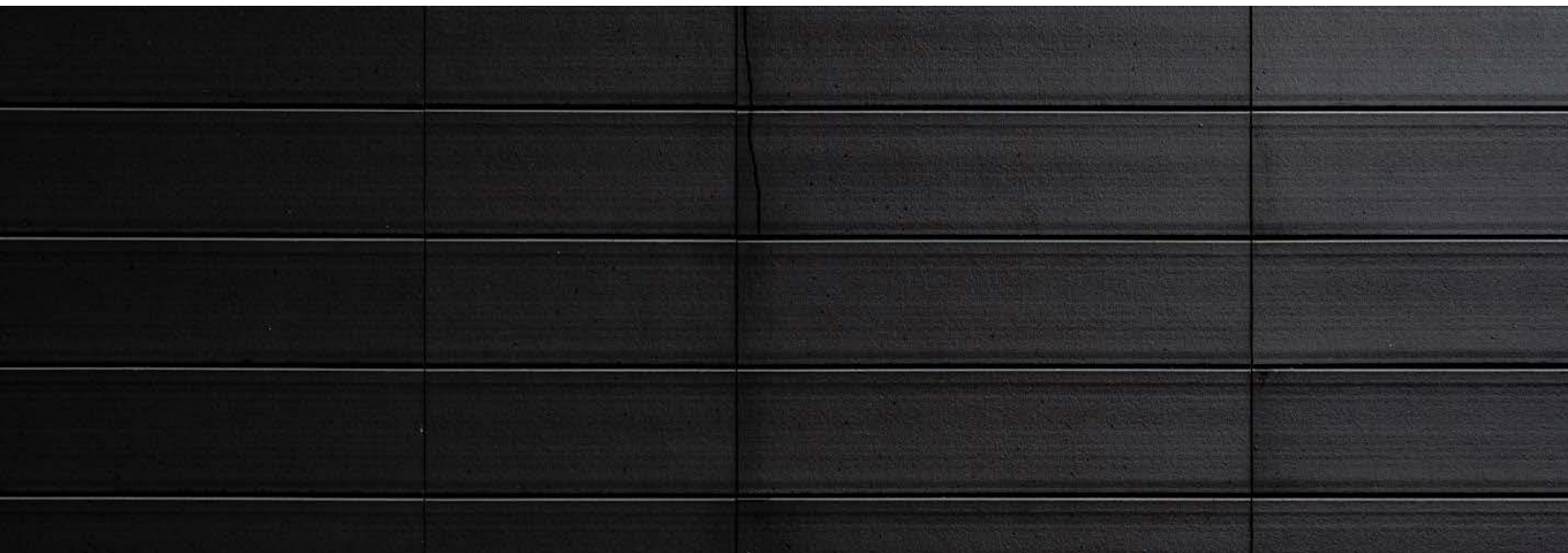
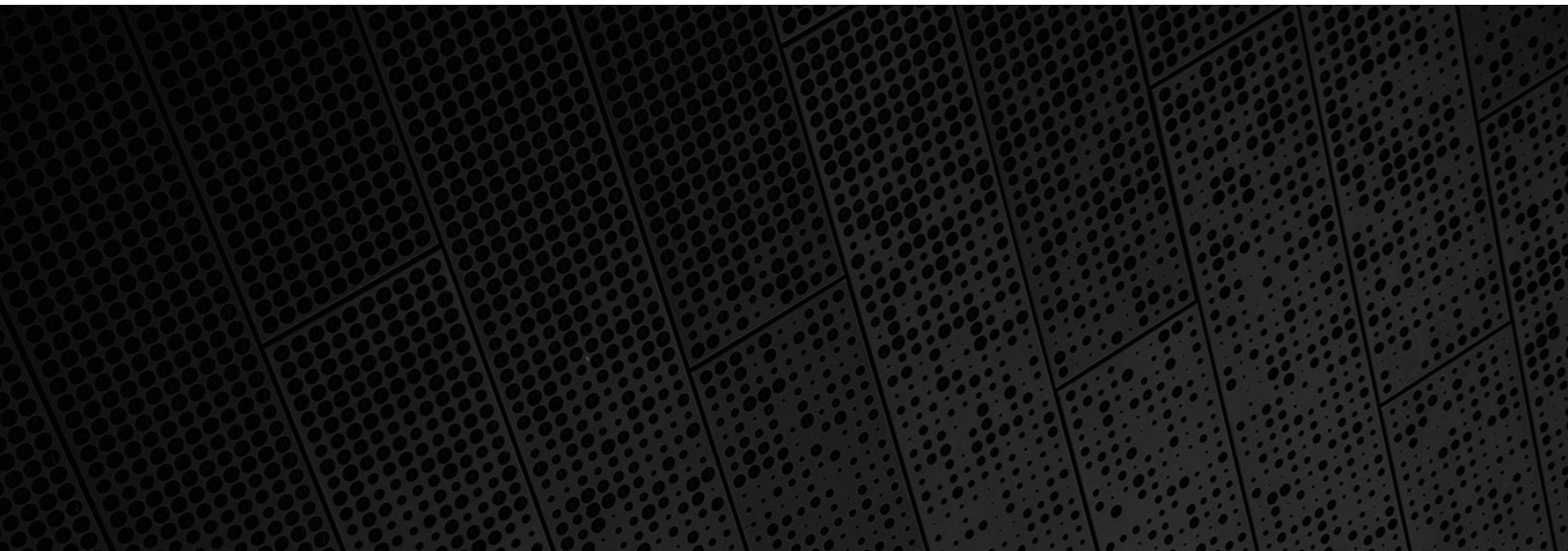
Hyperlink Copy:

Didact Gothic, Italic  
11 pt / 1.15 line spacing  
#1E96FC

zadara



The principle imagery used in Zadara collateral is the abstracted industrial pattern with a black overlay. The images are adapted and cropped stock photography of architectural elements and industrial objects. The images should convey a sense of bold, abstracted technology. The primary usage is as a background visual element in the hero area of a document or webpage where a yellow headline can be placed over it for maximum contrast.



zadara

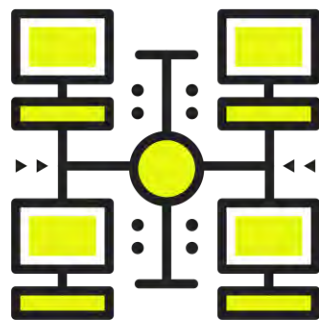




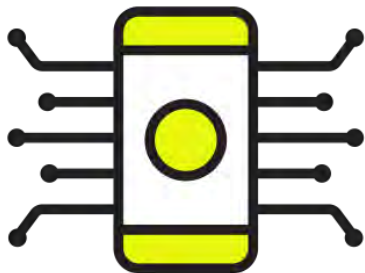
Timing



Cloud



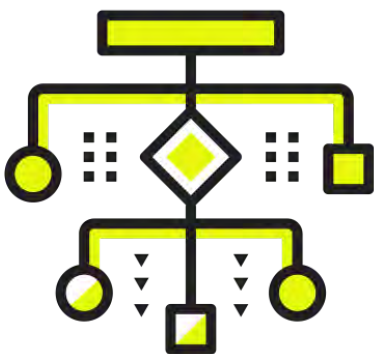
Network



Mobile Network



Backup



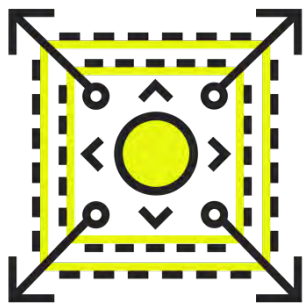
File System



Money




Cloud Backup



Scalability



Global Location

zadara +  zenlayer

# WELCOME, ZENLAYER!

Zadara is excited to welcome Zenlayer to our service provider network.

[www.zenlayer.com](http://www.zenlayer.com)

zadara + veeam

WEBINAR

# 100%-OPEX RANSOMWARE PROTECTION

Veeam Availability Suite v10 and Zadara's Enterprise Storage-as-a-Service

SAVE A SEAT

zadara +  IDC

NEW RESEARCH:

# 5 FACTORS DRIVING ENTERPRISE STORAGE-AS-A-SERVICE ADOPTION IN 2020

DOWNLOAD NOW







# SERVICE PROVIDER IPDS DELIVERS RELIABLE BACKUP SERVICES WITH ZADARA'S DEDICATED CLOUD STORAGE

For Predictable Performance and Data Availability, Backed by 100%-uptime SLA, Service Provider IPDS Trusts Zadara.

Backup and disaster recovery (DR) are required critical services for both business continuity and compliance. While individual businesses may have very different backup requirements, reliability and simplicity remain top priorities. If a storage provider integrated into your solution is regularly experiencing outages, service providers know this could put their customers or business at risk.

Founded in 2007 by industry experts, Maryland-based IP DataSystems, Inc. (IPDS) provides modern IT solutions for businesses in a wide range of fields, from medical research to TV broadcasting and space telemetry. By focusing on delivering exceptional managed services, IPDS has achieved strong reference-based growth. Yet as the company has grown to serve a broader range of customers, IPDS has faced challenges in finding a storage partner that could deliver the simplicity, data availability, and performance required.

"We have the experience to architect a solution to meet literally any customer's backup need," says Chris Moss, Cloud Solutions Manager at IPDS, Inc. "But our previous storage provider became a single point of failure for us, with weekly outages that put our customer contracts at risk. We needed a solution that was dedicated, that was ours, even if we didn't actually need to buy it."


After researching a crowded field of providers, including major public cloud platforms, IPDS selected Zadara's fully-managed cloud storage solution. Zadara's dedicated fully-managed storage solutions, helped solve the service providers' challenges, leaving time for innovation that benefits their customers.

## HIGHLIGHTS

- Dedicated storage includes disks, Internet connection, and load balancer
- Data isolation to meet specialized compliance requirements
- Enterprise-grade availability and performance
- Expert management, monitoring, and support 24/7/365
- Backed by 100%-uptime SLA, pay only for what you use. Available on premises or in the cloud.



[WWW.ZADARA.COM](http://WWW.ZADARA.COM) | [SUPPORT@ZADARASTORAGE.COM](mailto:SUPPORT@ZADARASTORAGE.COM)



# Cloud Migration Experts: Augment Your Current Hyperscale Migration Strategy

Helping New Customers reach the Cloud & Keeping Current Hyperscale Customers from Growing Restless.

Zadara Cloud Services (ZCS) is a powerful compute, networking, and storage platform to meet the cloud migration objectives of your customers. When ZCS is coupled with your value-added services it delivers the ideal business solution and offers you built-in high margins, simple "pay-as-you-go" pricing and no hidden fees.

**WHERE IS ZADARA CLOUD SERVICES A FIT FOR CLOUD MIGRATIONS?**


- Large scale NAS deployments
- Workloads demanding high availability
- Legacy applications that will not be re-written

**WHY PARTNER WITH ZADARA?**

- Retain control of the Engagement
- Extend your revenue with "Hyperscale at the Edge"
- Higher margins than with public hyperclouds
- Zadara is a 100% channel-driven business model—We're with you every step of the way! As you evolve, we evolve with you.

**THE ZADARA ADVANTAGE**


Your expert in fully-managed cloud services, charging only for what customers consume. Designed to handle any workload—on-premises, hybrid, multi-cloud and at the edge. Get fully-managed, pay-for-use cloud services to lower your costs and future-proof your infrastructure.



**ENTERPRISE-GRADE  
PERFORMANCE AND SECURITY**

**FULLY FEATURED**

Dedicated vCPUs & memory, SSDs and HDDs, in-flight and at-rest encryption, snapshots, mirroring, HA



**AGILE, INFINITE RESOURCES.  
PAY ONLY FOR USAGE.**

**FULLY ELASTIC**

On premises, co-location and in the cloud, scale up or down, pay as you go, hardware upgrades included

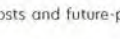


**EXPERT MANAGEMENT**

**24/7/365**

**FULLY MANAGED**

24/7/365 proactive support, seamless migrations, upgrades, from senior technical resources



[www.zadara.com](http://www.zadara.com) | [info@zadara.com](mailto:info@zadara.com)



VMware cannot deliver a simple, 100% OpEx, cloud based infrastructure solution

### TARGET AUDIENCE

- VMware customers who are frustrated with VMware costs
- VMware customers that want to procure virtual infrastructure on a 100% consumption basis—at any location, including on premise
- VMware customers who are looking to move compute resources closer to their source data

### OVERVIEW

- Market leader of VM based infrastructures founded in 1998
- FY20 revenue: \$10.8 Billion
- Large installed base worldwide across many industries/verticals and company sizes (large to mid-sized enterprises)

### OFFERING

VMware made their name in the early 2000s with virtual machine infrastructures and have successfully built an entire product portfolio and extensive product ecosystem around it. Some of the VMware products that Zadara will likely compete with include:

- VMware vSphere – compute virtualization (VMs)
- VMware vSAN – Flash optimized, file and block vSphere native storage for public and private cloud
- VMware NSX Data Center – Network & security virtualization
- VMware vRealize suite – Cloud management
- VMware Cloud Foundation (VCF) – Cloud infrastructure & management for public and private clouds (vSphere is bundled in VCF)

### STRENGTHS

- The market leader for virtualized environments with very strong brand awareness and dominant market share
- Large installed base across many industries/verticals and company sizes (large to mid-sized enterprises) with large footprints in corporate infrastructures
- Direct and indirect sales motions with large amount of channel partners worldwide
- Broad & mature product offerings from the VMs themselves to orchestration and management layers (including storage offering with vSAN)

### WEAKNESSES

- Disgruntled customer base tired of the "vendor lock in" and high prices
- Running VMWare in the cloud still requires consumption of AWS bare metal resources plus VMware's high priced, complicated license and support
- Does not offer all pieces for an enterprise infrastructure—computing is their strength, but very small networking and storage offerings (vSAN only storage offering native to VMware)
- vSAN is tightly integrated but lacking in major pieces compared to zStorage (no object storage, mirroring is weak, no thin provisioning)

### BATTLE CARD

- VMware offers no elasticity with its cost model—customers must over provision servers and storage and there is no path to reduce cost. Cannot temporarily increase capacity for things like quarter close, seasonality or peak events.

### HOW WE WIN

Zadara is positioned to replace VMware in virtual machine deployments where the customer/MSP is frustrated with VMware pricing/business model and is looking to move to an OpEx and cloud based solution.

#### Top Messages vs VMware:

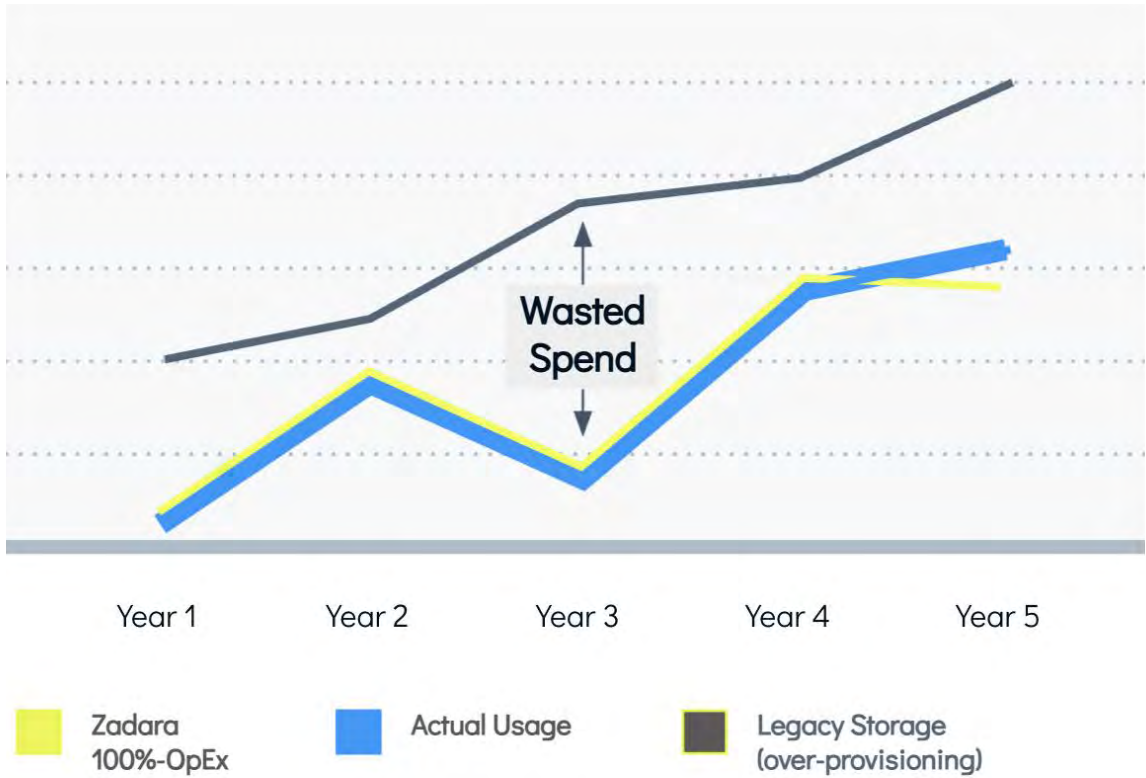
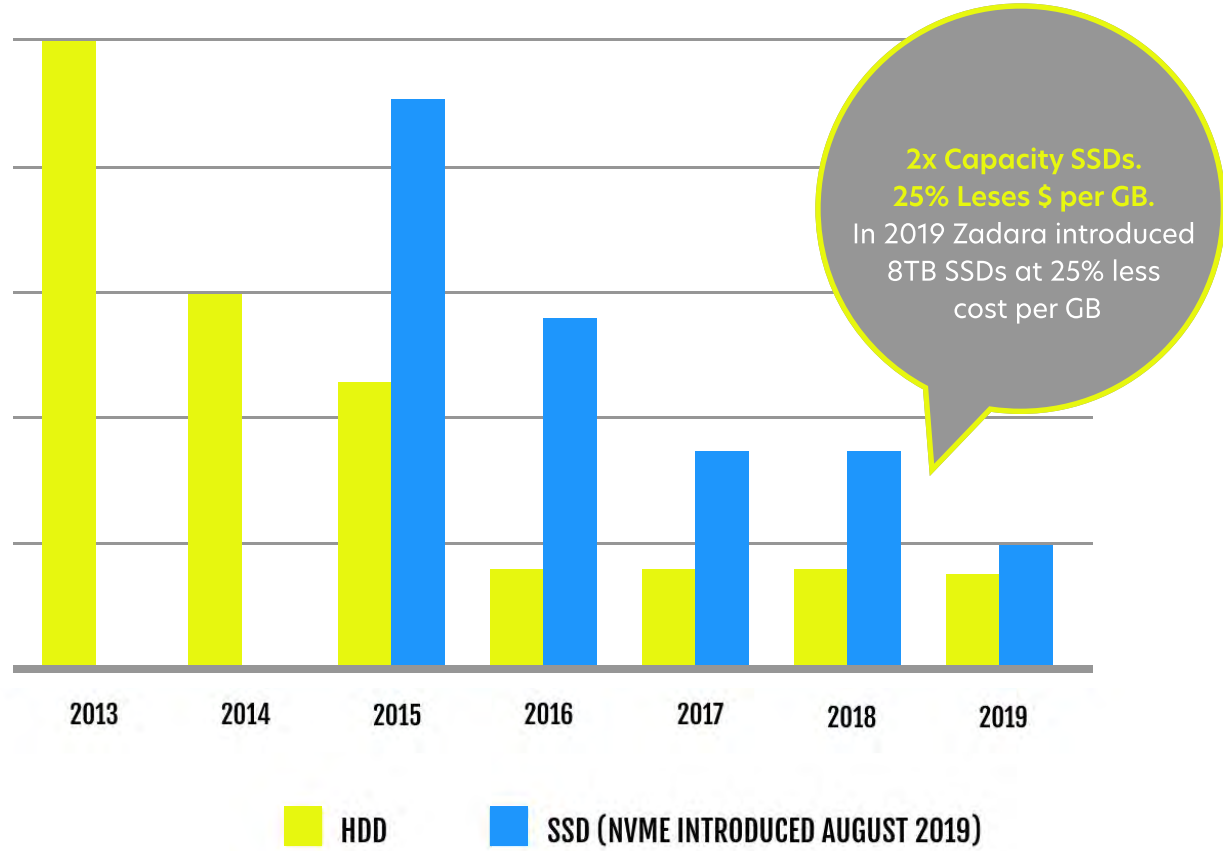
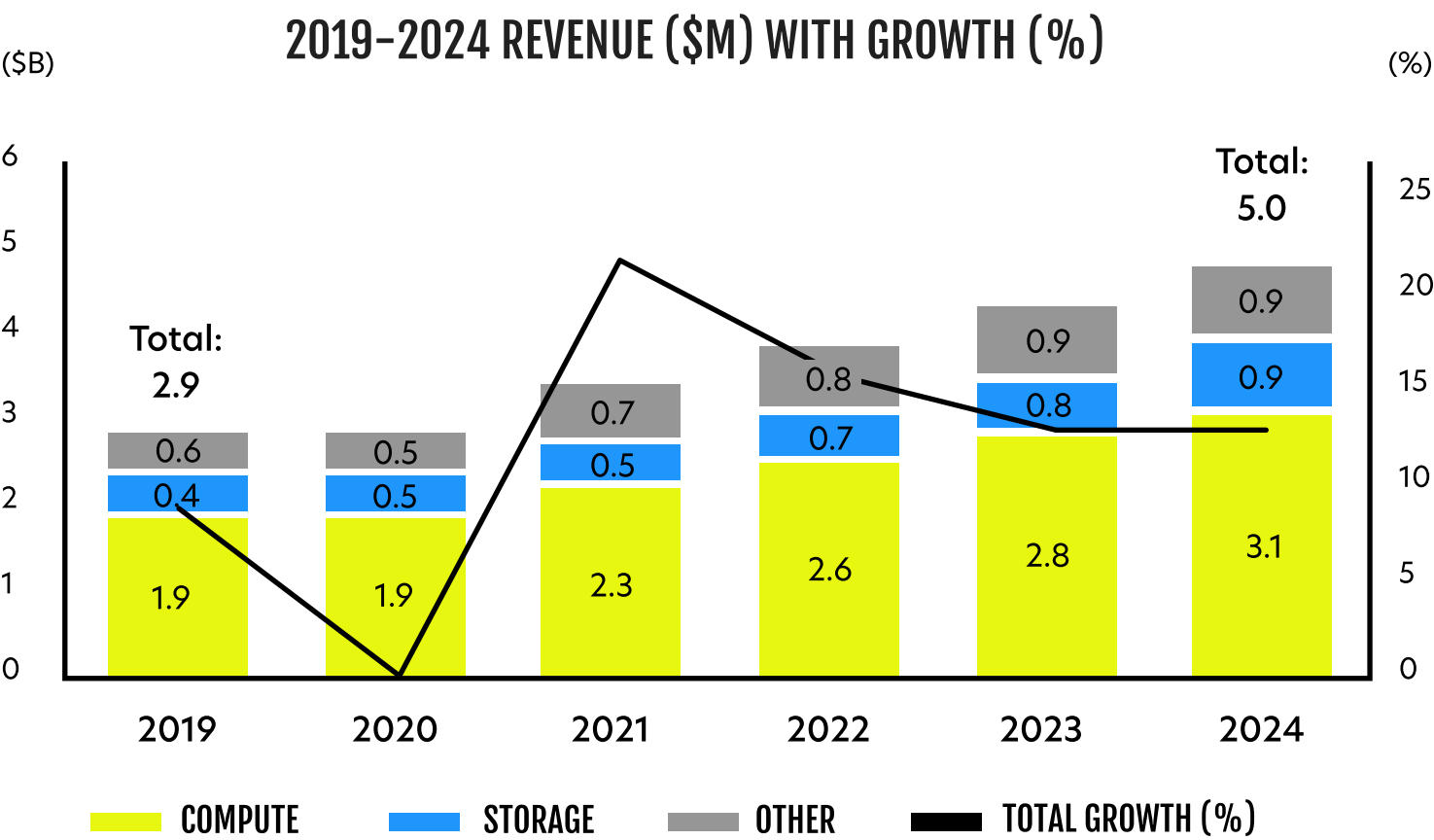
1. Zadara Cloud Services is a fully managed solution and offers compute and storage services – making procurement/billing easier via a single vendor with a 100% based OpEx business model. 24/7/365 management is standard—No more worrying about buying too much or too little hardware!
2. Zadara is simple and easy to use—one simple provisioning portal for all Zadara based infrastructure offerings. Secure, flexible and wherever you want it—Colocation, Private Data Center (i.e., on premise), or Public Cloud.
3. Zadara is 100% OpEx model; pay only for actual usage—no long term contracts required. Low monthly revenue commitment for our partners with complete flexibility to change configuration as business needs (i.e., delivered services) dictate.



## Case Study / Customer Story

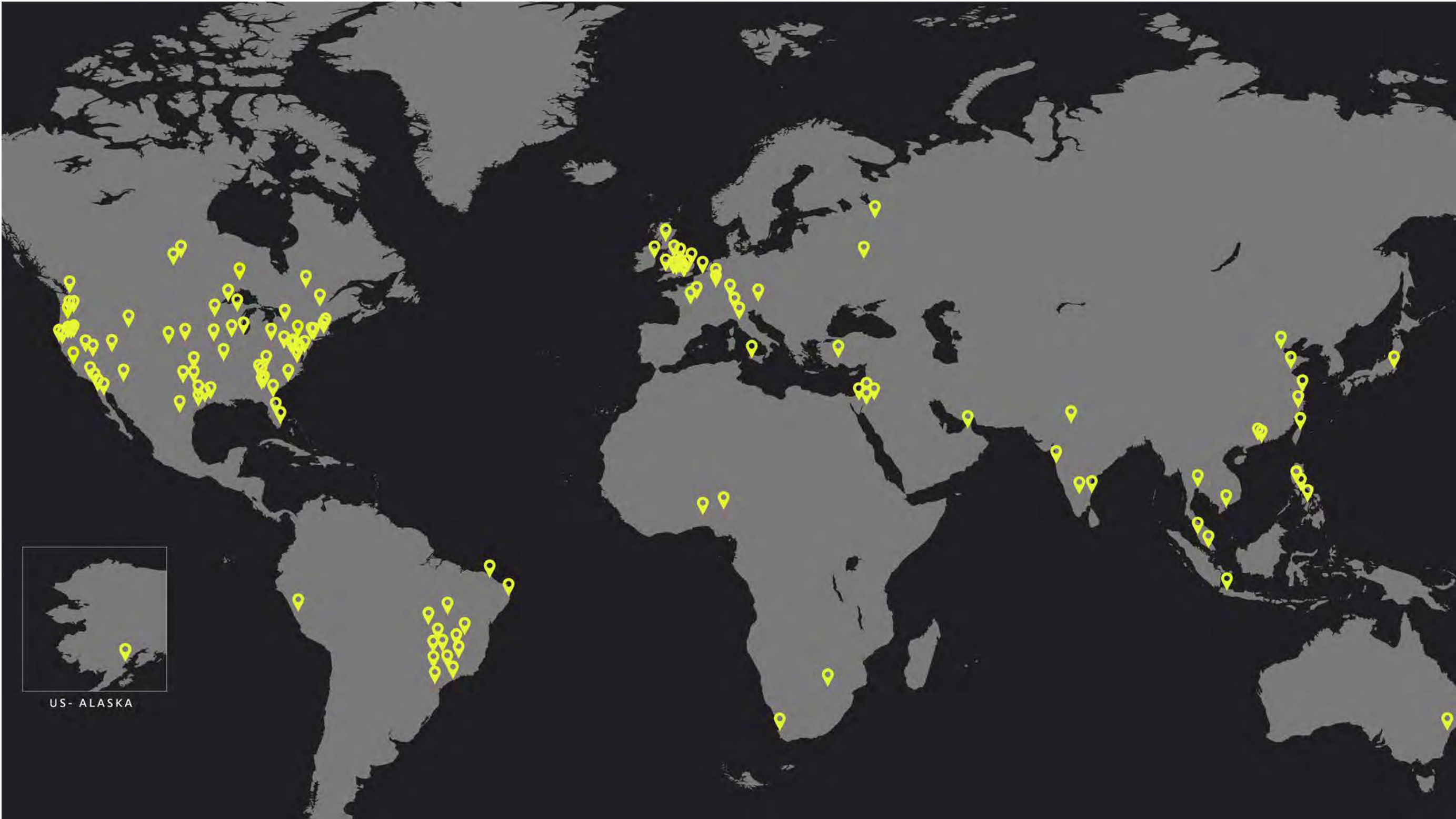
## One Pager

## Battle Card





Through Zadara's network of service provider partners, Zadara has data centers across 6 continents and includes more than 300 points of presence globally. The map showcases the breadth of Zadara's global reach and can be used in presentations and print collateral.





DATE

zadara

View In Browser



Introducing Zadara Partner Connect: Your Monthly Connection to Zadara's Partner Program

Greg Newman, Vice President of Partner Marketing

[WATCH NOW](#)



Welcome to Zadara Partner Connect, our monthly magazine developed exclusively for our partners. Each issue will feature the latest Zadara news and information you can use to help generate new revenues for your business, including on-demand marketing campaign materials, technical know-how resources, new customer/partner success stories, sales enablement tools, and so much more. Our goal is to give you the tools and skills you need to succeed and to be a resource for you as you grow your business.

[READ MORE](#)

...



WEBINAR NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut enim arcu, sodales eu placerat aliquet, auctor eu velit. Donec ultricies vehicula tincidunt. Duis ac velit iaculis, dapibus leo sit amet, lobortis quam. Mauris massa massa, condimentum rutrum accumsan a, rhoncus nec justo. Nulla facilisi. Morbi aliquam condimentum odio, eget vehicula est suscipit non. Morbi sapien sem.

[SAVE A SEAT](#)

SPEAKERS



250 x 285

Name, Role

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut enim arcu, sodales enim arcu, sodales eu placerat aliquet.

[READ MORE](#)



250 x 285

Name, Role

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut enim arcu, sodales enim arcu, sodales eu placerat aliquet.

[READ MORE](#)

ZADARA PARTNER CONNECT

FEATURE ARTICLES

...



PARTNER PLAYBOOK:  
Your Guide to Selling Zadara Storage

Whether you sell Zadara directly to your customers as a branded Storage-as-a-Service solution, or whether you bundle Zadara into a larger offering such as Backup-as-a-Service, you can use the [Zadara Partner Playbook](#) to help you promote your services more effectively.

[READ HERE](#)



ZADARA PARTNER PORTAL:  
Now Featuring Co-Branded Collateral and More

The Zadara partner portal acts as the hub of our partner experience and provides you with the resources you need to be effective.

[READ HERE](#)

ZADARA PARTNER CONNECT

EVENTS

...



GOVTECH WEBINAR:  
How Local, State and Federal Agencies Use Hybrid Cloud Storage to Operate More Effectively in Remote Work Environments

[LEARN MORE](#)



IDC WEBINAR:  
Five Factors Driving Enterprise Storage as a Service

[LEARN MORE](#)

[MORE EVENTS HERE](#)



zadara

# **ZADARA EMPLOYEE OUTREACH BRAND STYLE GUIDE**

zadara





Product

The product brand should be used in instances where talking about Zadara’s product offerings or partnership opportunities are the main focus.

**Instances could include:** sales decks, webinars, partnership presentations, investor decks, case studies, white papers, social graphics, etc.

Employee Outreach

The employee outreach branded presentation deck should be used when presenting information about internal culture to Zadara employees.

**Instances could include:** benefits presentations, wellness programs, all hands meetings, retreat presentations, recruitment sessions, new employee onboarding, etc.

Color Palette

The Zadara Product and Employee Outreach color palettes are unified by the usage of Zadara yellow.

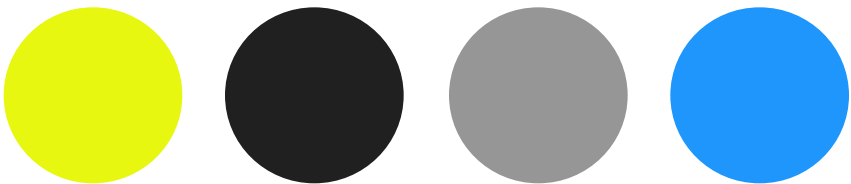
Typography

The Zadara Product and Employee Outreach brands both utilize the same fonts for headlines and body copy. To simulate a softer voice, the Employee Outreach brand uses Title Case for headlines, as opposed to all caps as in the Product Brand.

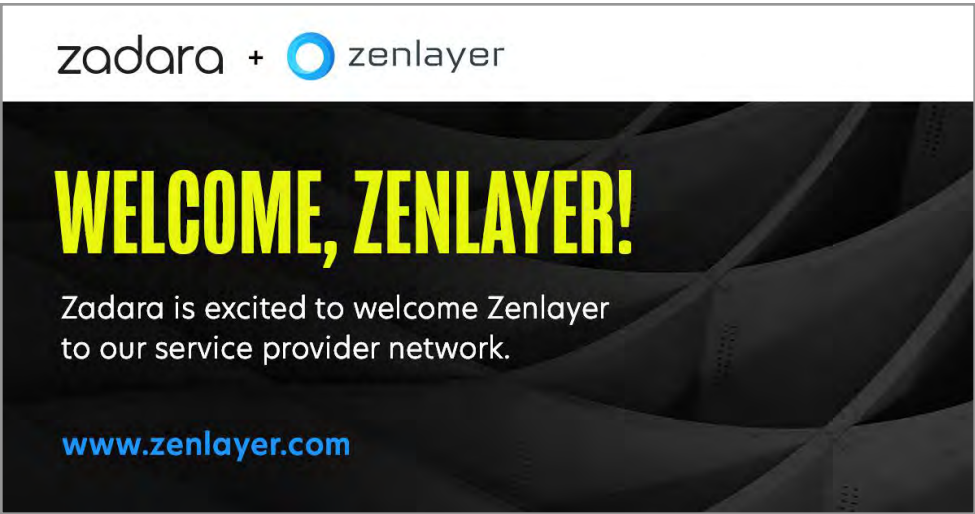
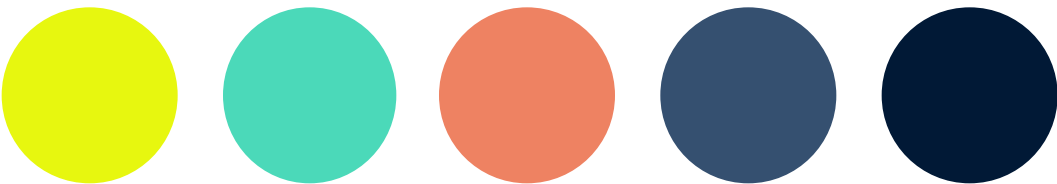
Icons

The Zadara Product and Employee Outreach brands both feature icon styles with thick black line weights. While the product icons rely on black, yellow, and white, the E.O. icons feature secondary color gradients.

Product



Employee Outreach



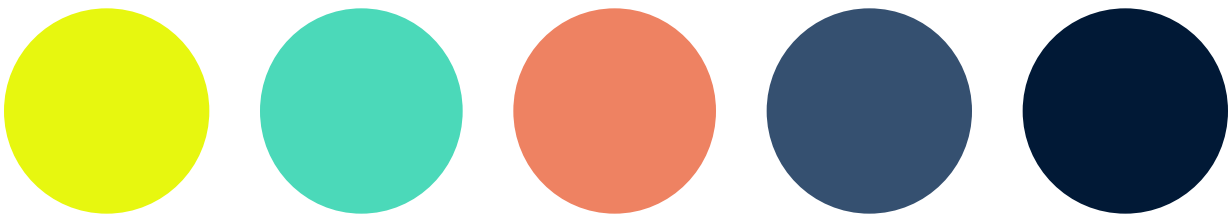
zadara



Because our Zadara product style is largely abstract and focused on cloud technology, there hasn't been as much of an opportunity to showcase the Zadara team. The Employee Outreach style rectifies this by showcasing photos of our team in candid/in environment shots that when combined or overlapped provide a multidimensional overview of life at Zadara.

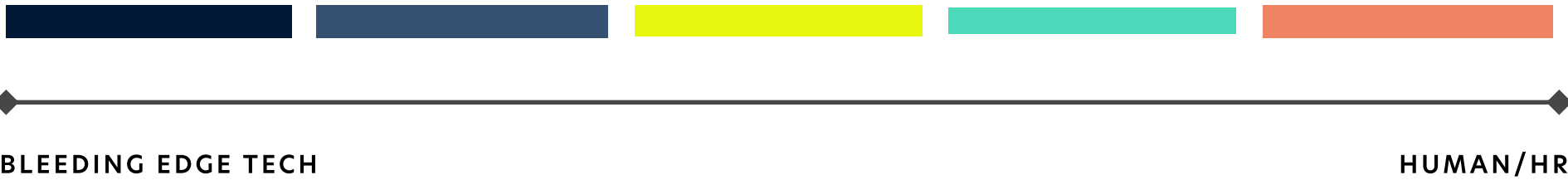
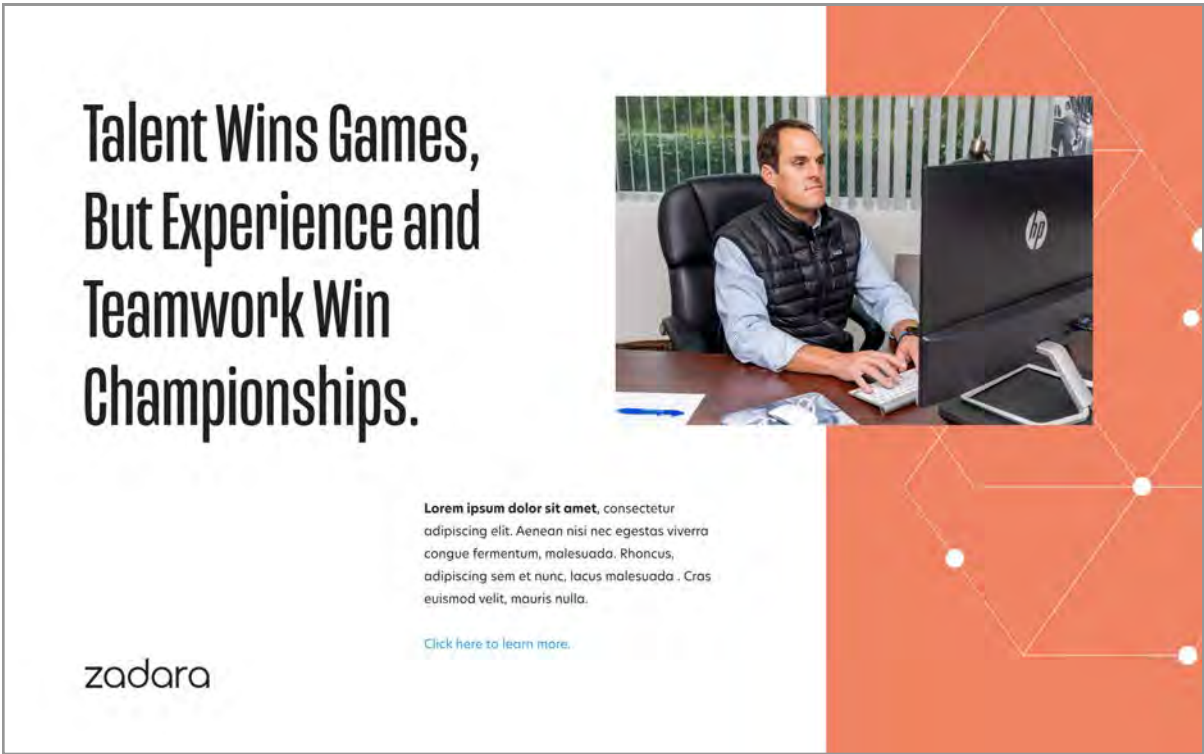
Additionally we introduce a new sub-palette of colors, gradients and icons that can be used to distinguish the Employer Outreach style from the base Zadara product style.

However, it is important that the sub-brand always feels connected to the overall Zadara product brand so please ensure Zadara yellow and black and the Zadara logo are used in consistent ways to ground the sub-brand within the existing brand.





The Employer Outreach tone is conversational and informative for professionals considering a career with Zadara. Voice should be geared toward a younger millennial and Gen Z audience. The Employer Outreach tone’s modern sensibility should differentiate Zadara from its more staid competitors.



zadara

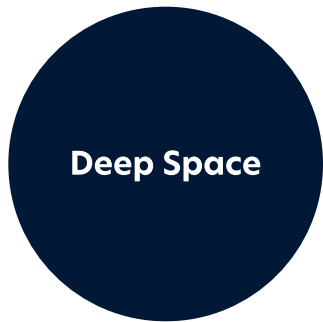
The Employer Outreach style feels modern with warmth (represented by both authentic photos and vibrant colors). There should be a sense of joy, trailbreaking and belonging in each instance of the brand.

Additionally the brand should feel global but still connected as one company.



zadara



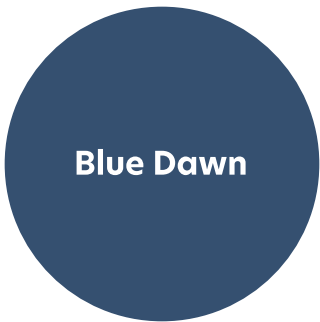


Deep Space

HEX  
#011936

RGB  
1 / 25 / 54

CMYK  
98 / 85 / 45 / 60



Blue Dawn

HEX  
#355070

RGB  
44 / 80 / 115

CMYK  
90 / 68 / 33 / 17



Zadara Yellow

HEX  
#E7F70F

RGB  
227 / 249 / 0

CMYK  
15 / 0 / 99 / 0



Aquamarine

HEX  
#4BD9B9

RGB  
0 / 221 / 184

CMYK  
64 / 0 / 42 / 0



Burnt Sienna

HEX  
#EE8262

RGB  
255 / 123 / 89

CMYK  
0 / 65 / 65 / 0

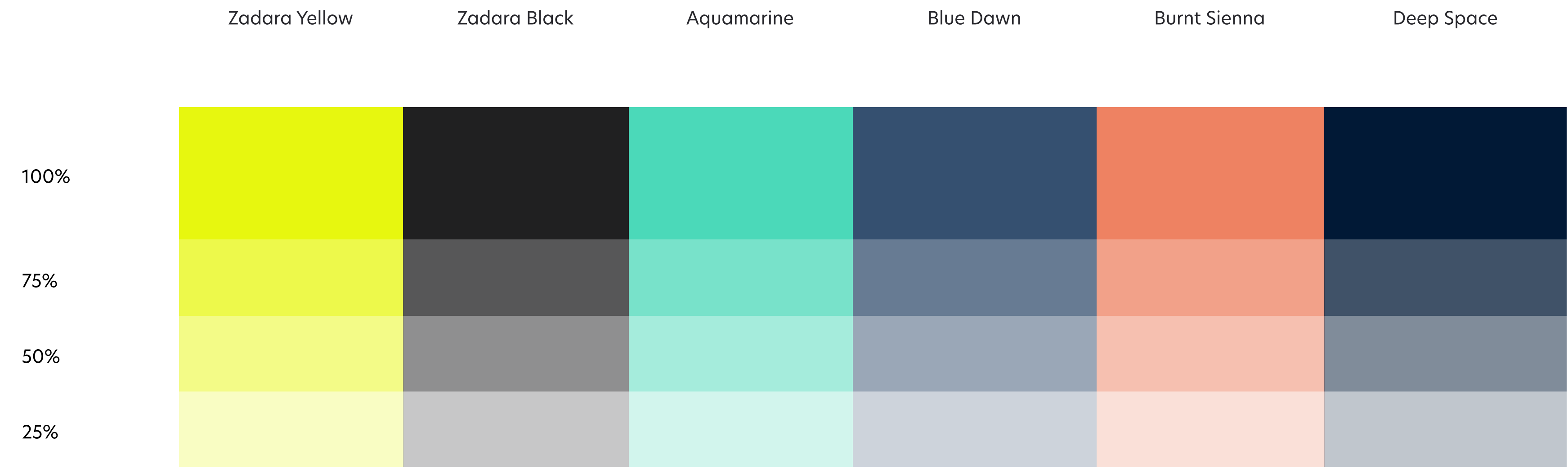


Zadara Black

HEX  
#202021

RGB  
32 / 32 / 22

CMYK  
72 / 67 / 64 / 73



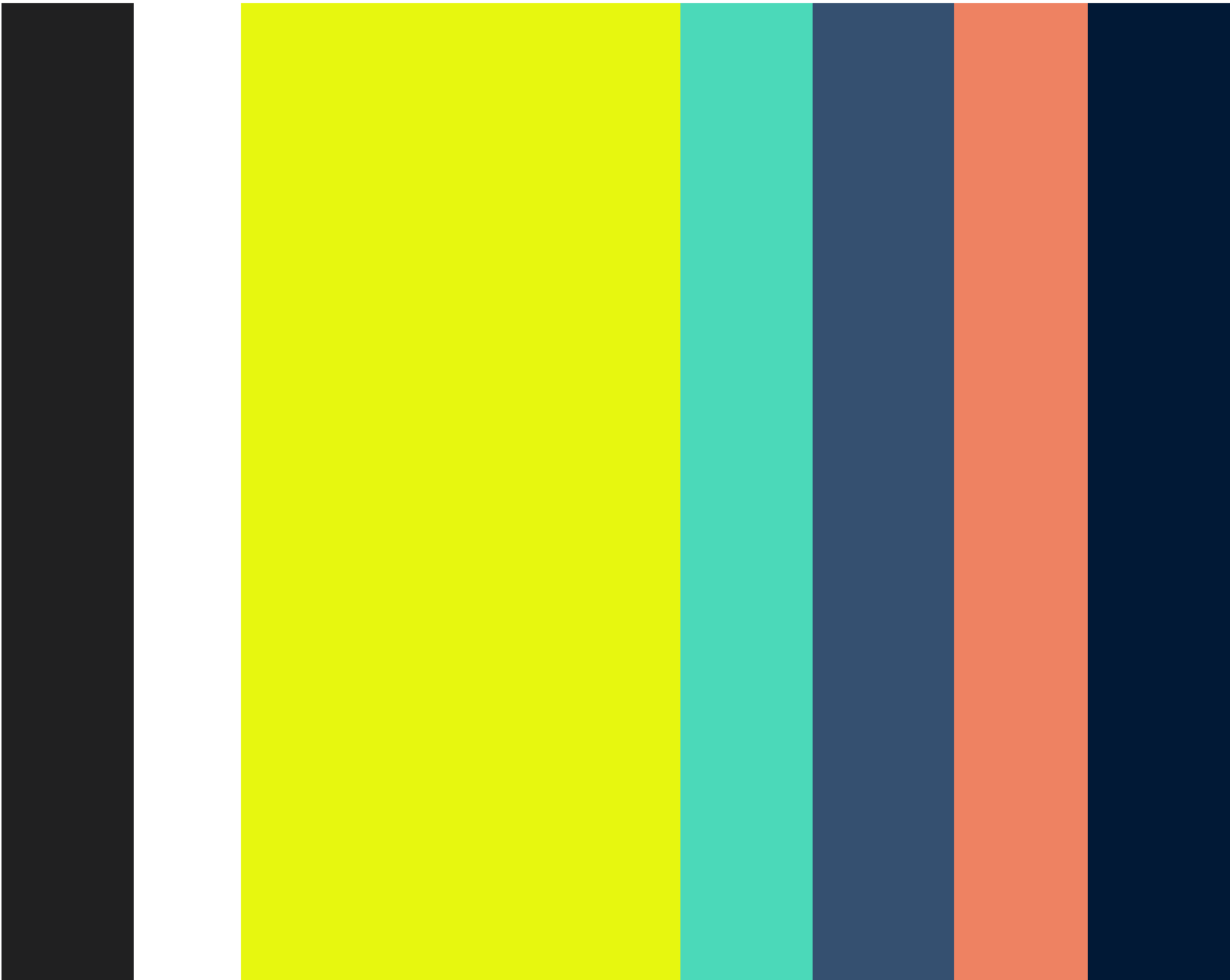
zadara

Zadara Yellow should be used predominantly consistently across both the Product and Employee Outreach styles.

In the Employee Outreach style, Zadara yellow can be paired with any of the alternate colors in the E.O. palette. Zadara yellow should remain the most used color and should unify the usage of the other colors.

Zadara Black should be used for all font color usage.

Font Color



Zadara Yellow should remain the most used color overall to encourage consistency between Employee Outreach and Product.

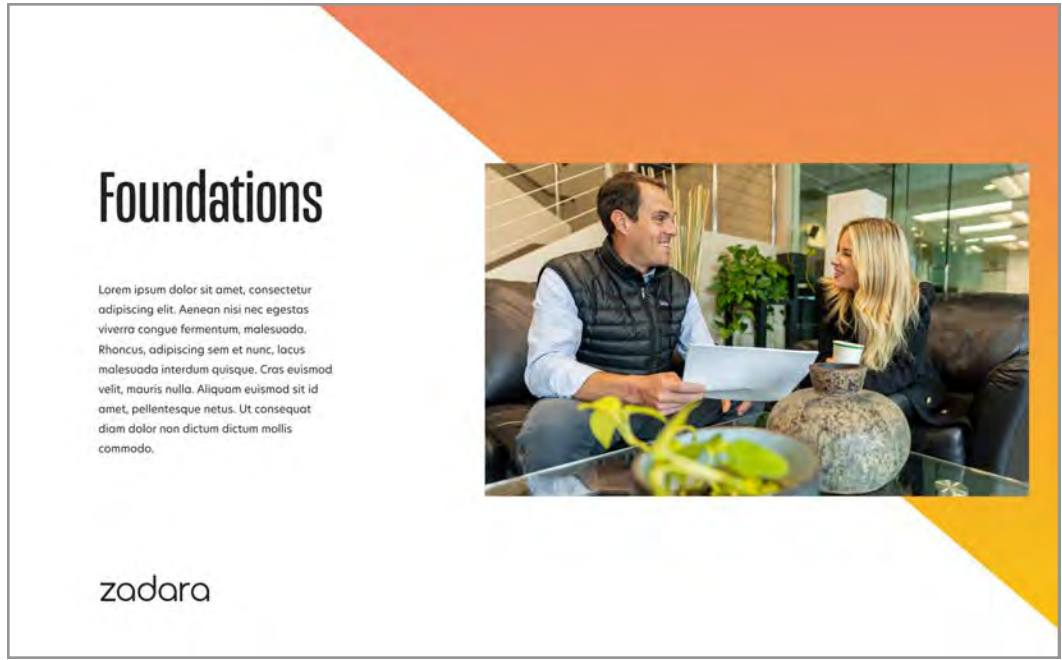
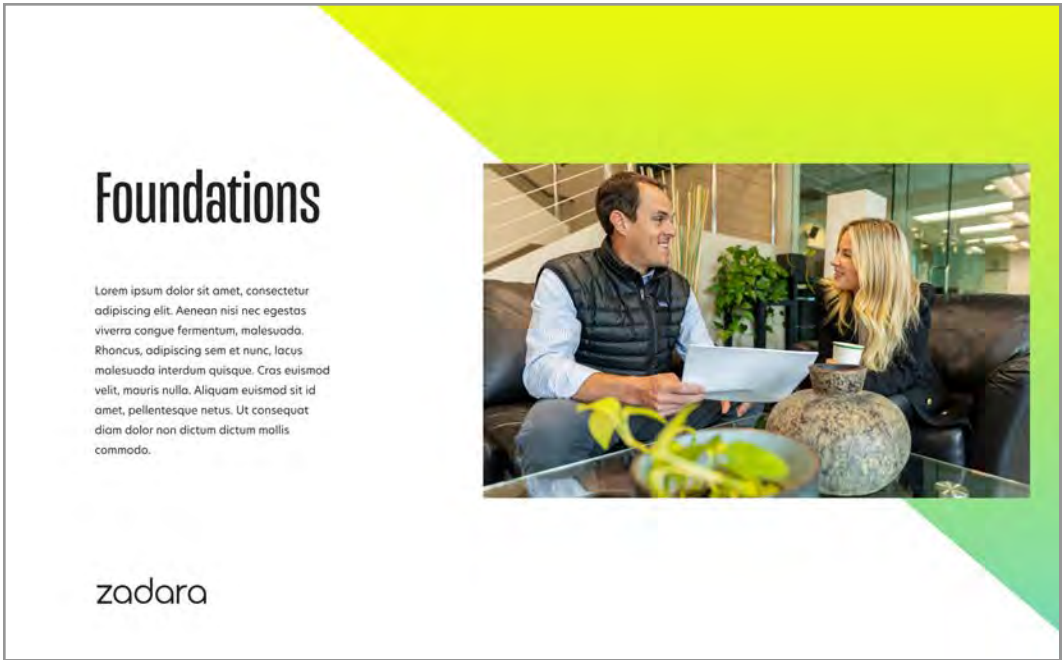
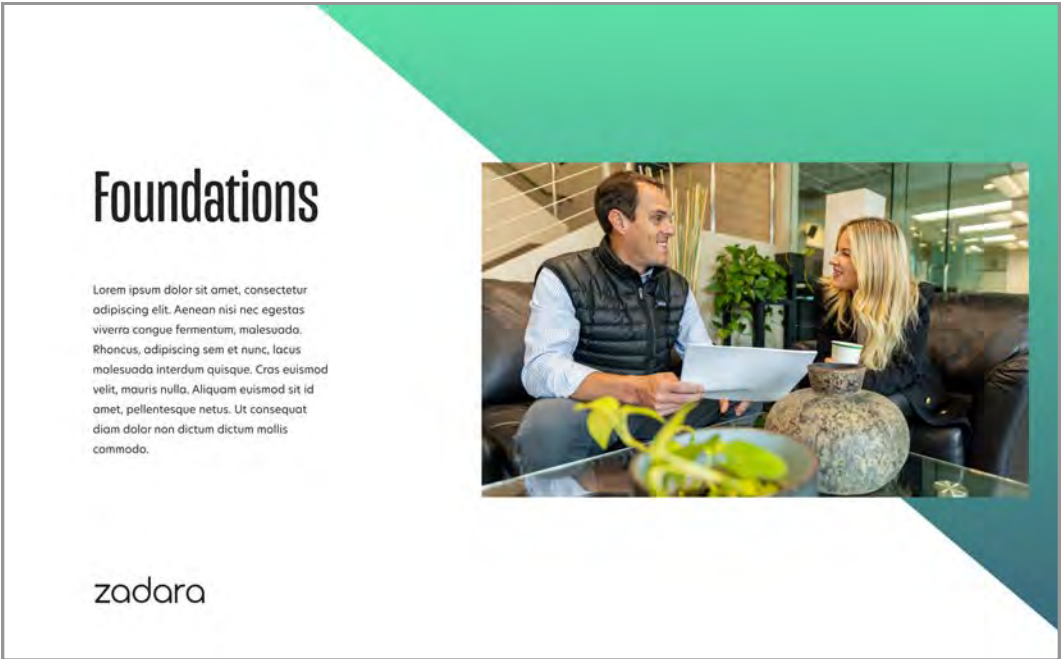
(pair one of these colors with Zadara Yellow per instance)



Gradients composed of specific mixtures of the palette may be used as background fills in secondary graphic elements such as the edge triangles and the world map.

When a secondary graphic such as the network graphic overlays a color background, keep the background color solid so the elements do not fight for attention.

Gradients and solid fill colors are used in the icons to provide a contrasting effect.



Font  
Mongoose

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Font  
Hero New

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

zadara

**Headline:**  
Mongoose, Regular  
Sentence Case

**Body Copy:**  
Hero New, Regular

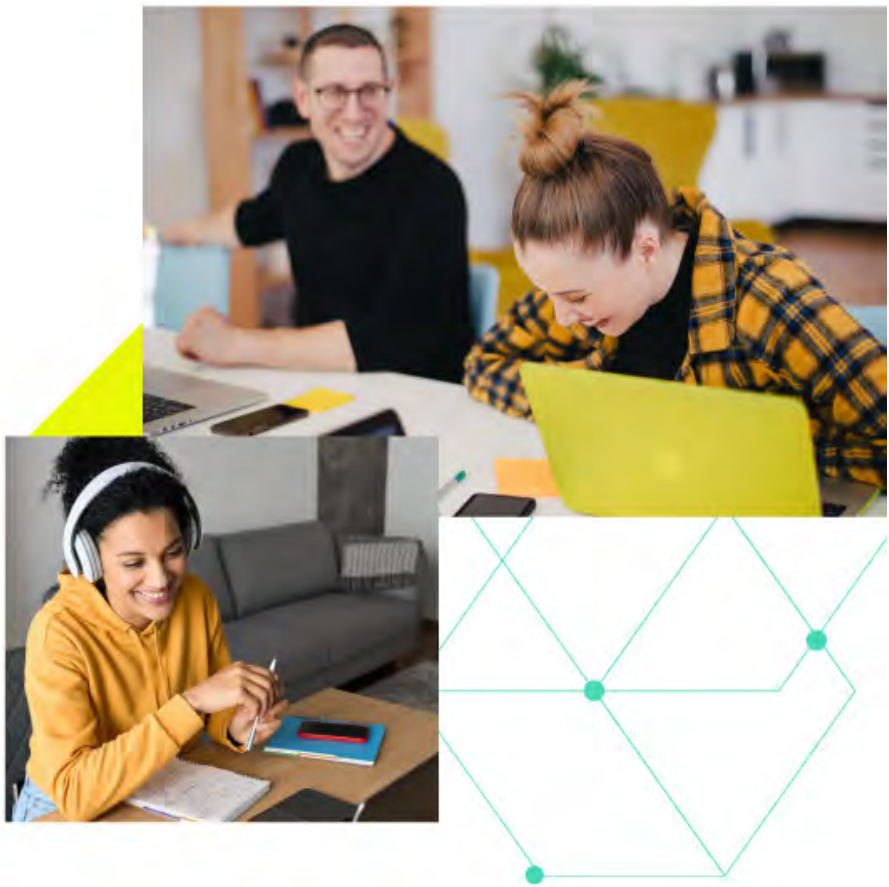
zadara

We're Hiring!

APPLY NOW

**Subhead/CTA:**  
Hero New, Bold  
All Caps

zadara



The Zadara Employee Outreach Brand utilizes only the same fonts as the Zadara Product brand. All font usage is the same as indicated on page 14, with the exception of headlines, which should be presented in Title Case and the Regular weight as opposed to All Caps and the Medium weight.

Font  
Fjalla One  
[Download](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Font  
Didact Gothic  
[Download](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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**Headline:**  
Fjalla One  
Title Case  
30 / 50 pt

**Body Copy:**  
Didact Gothic  
14 pt / 1.15 line spacing

**Caption Copy:**  
Didact Gothic, Italic  
11 pt / 1.15 line spacing

# Why Zadara?

- Thorough onboarding
- Weekly team lunch
- Paternity Leave
- Wellness initiatives
- Local and global holidays
- Employee referral program



*All wellness initiatives operate under Zadara's [Live Well](#) Program*

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**Hyperlink Copy:**  
Didact Gothic, Italic  
11 pt / 1.15 line spacing  
#4BD9B9



Our photography style focuses on candid, authentic expressions of working at Zadara.

They style should reflect a warm modern look. Photos are in-environment shots that, when combined/overlapped, provide a multidimensional overview of life at Zadara.

The photo style relies on unexpected angles, traces of motion and blink and you'll miss it instances of interaction to show a real representation of our people (highlighting diversity of ethnicities and locales).

Secondary imagery of how our work influences and integrates with technology provides context.

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Digital Map / Artifacts  
on Gradient



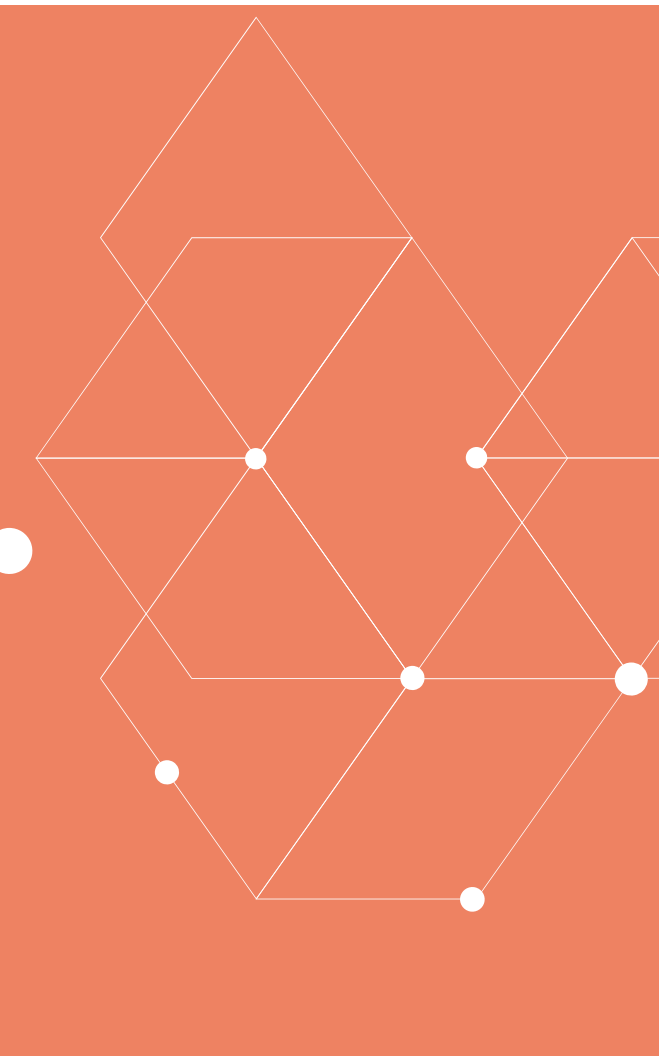
Statistics  
Style

2011  
Founded

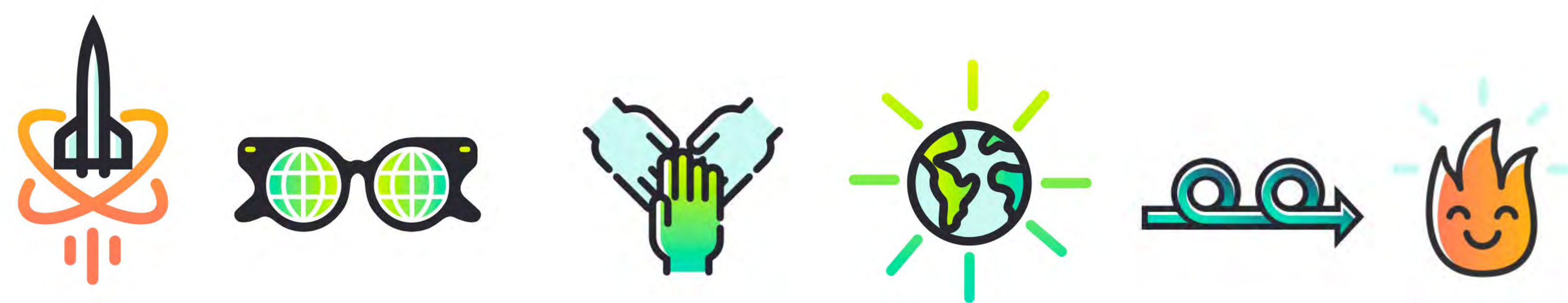
Background Angle  
(45 degrees)



Network Graphic



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Trailbreaking

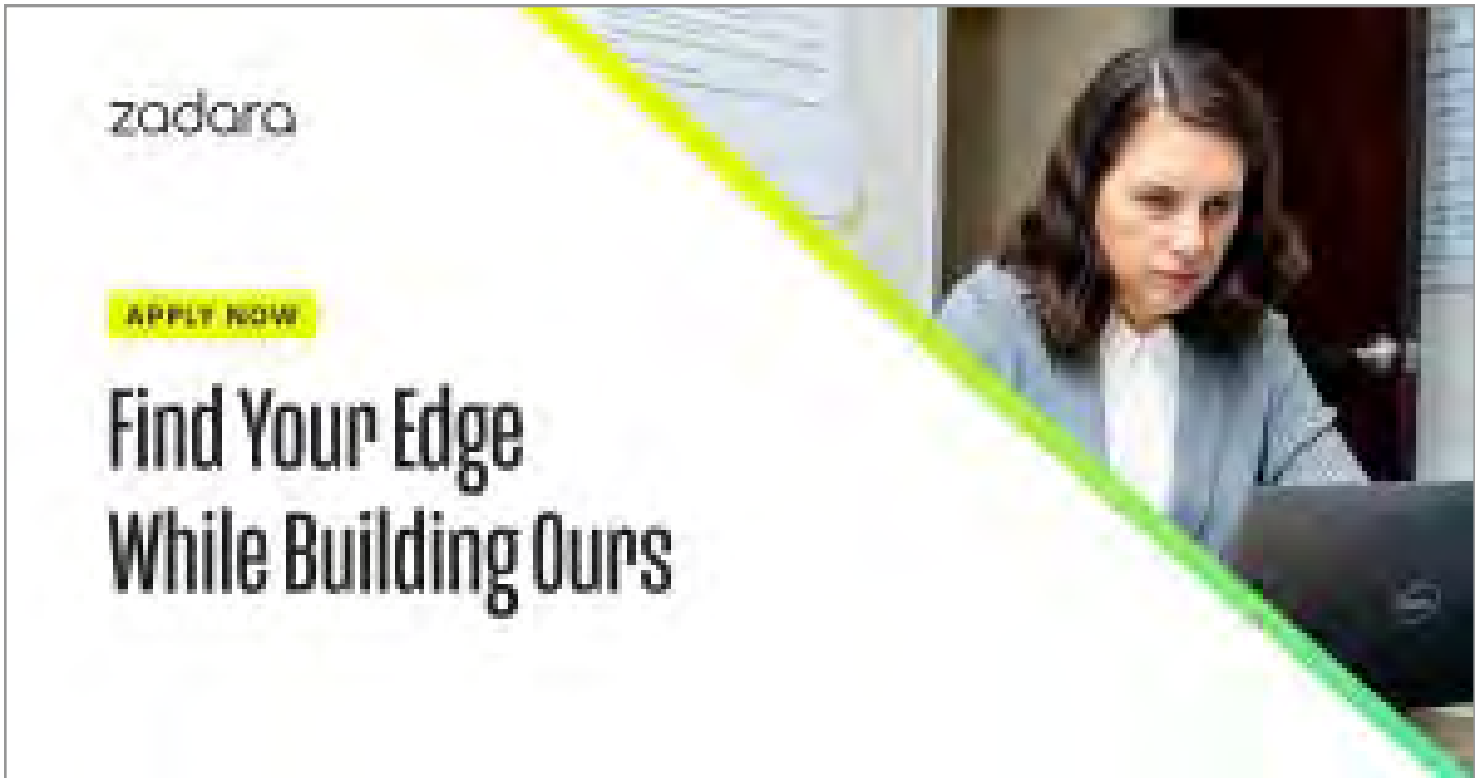
Exceptionally  
Focused

Accountable  
Together

All Belonging

Flexibility

Zealous



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# FEDERATED EDGE BRAND STYLE GUIDE

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Zadara’s Federated Edge program introduces a new, fully-managed, distributed cloud architecture designed to enable hosting providers and MSPs – anywhere in the world – to create new revenue streams made possible by edge computing without requiring investment in new hardware, technology or human capital.

When presenting the Federated Edge Brand, the Zadara logo needs to be present in one of the following formats:

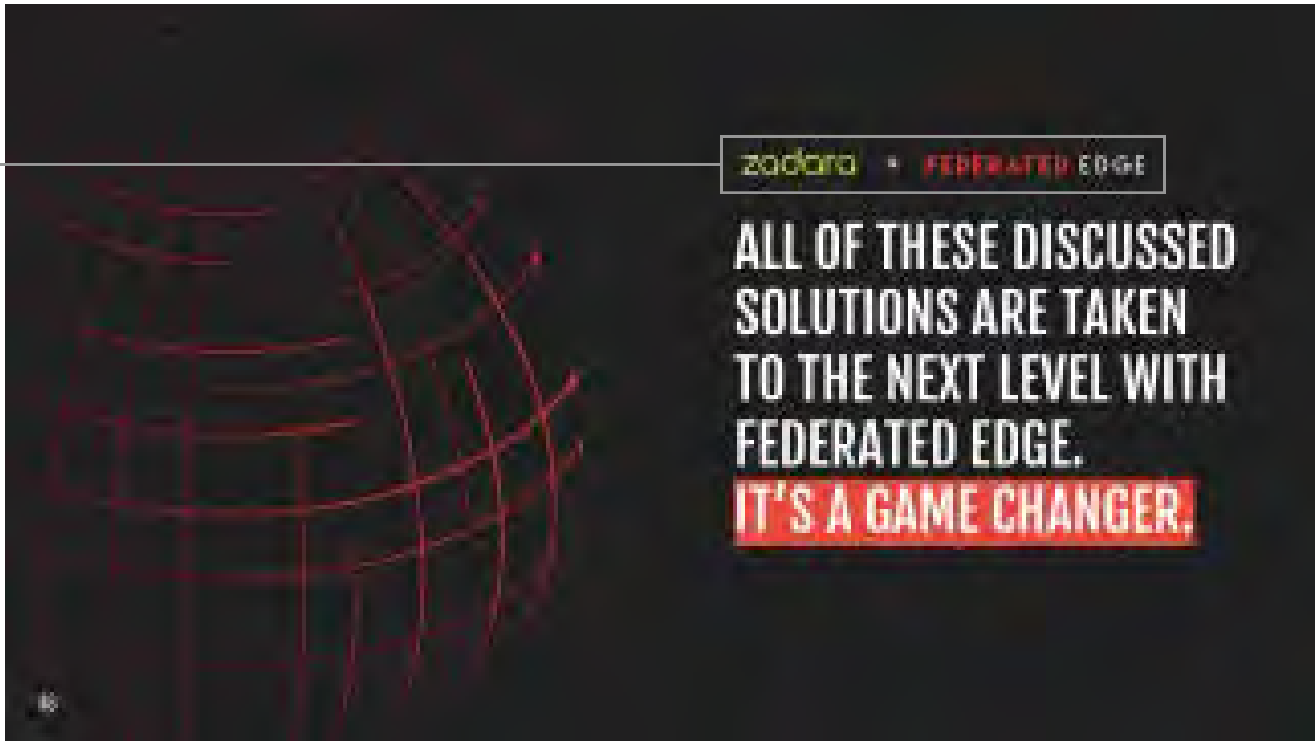
- as a small logo in the bottom left corner to indicate Zadara is the parent brand
- Zadara and Federated Edge logos sized the same connected by a plus sign



The left hand corner of the page



Followed by a plus sign, before the Federated Edge logo







Horizontal Logo



Vertical Logo

Logo on Black



Logo on Red



Logo on White



zadara

Do not stack logo.

FEDERATED  
EDGE

Do not make the logo any color other than the Federated Edge palette.

FEDERATED EDGE

Do not add a drop shadow to the logo.

FEDERATED EDGE

Do not rotate the logo to any angle other than 90 degrees.

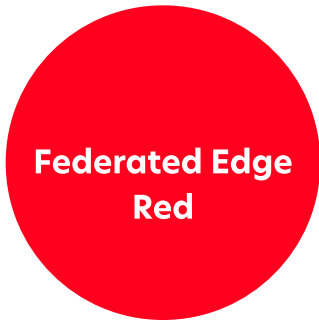
FEDERATED EDGE

Do not distort the logo.

FEDERATED EDGE

Do not outline the logo.

FEDERATED EDGE



HEX  
#FF001F

HEX  
#202021

RGB  
255 / 0 / 31

RGB  
32 / 32 / 22

CMYK  
0 / 100 / 93 / 0

CMYK  
72 / 67 / 64 / 73

PMS  
185 C

PMS  
419 C

Font  
Oswald

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Font  
Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

zadara

Headline:

Oswald, Semibold  
All Caps  
35 / 50 pt

Body Copy:

Lato Light  
14 pt / 1.15 line spacing

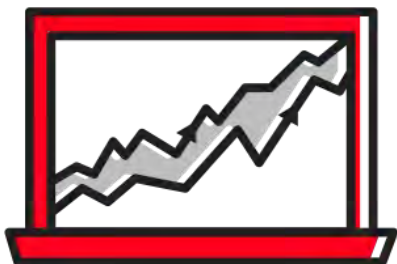
Caption Copy:

Lato Light, Italic  
11 pt / 1.15 line spacing





Solution Provider



Changing  
Customer Behavior



Customer (End User)



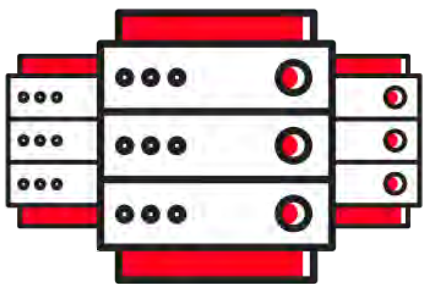
Media &  
Entertainment



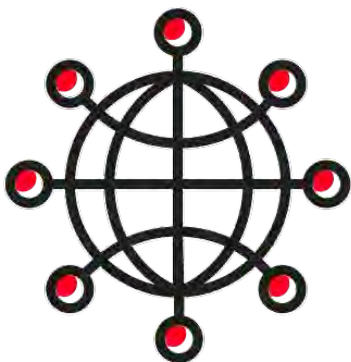
5G



Smart Transportation



Operator



Federated Edge  
Zone





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[www.zadara.com](http://www.zadara.com)