



VEDICIS JOINS NETWORK INTELLIGENCE ALLIANCE TO DRIVE INNOVATION AND LEADERSHIP FOR NEXT-GENERATION NETWORK SOLUTIONS

Summary: Participation in new industry organization will create opportunities to collaborate with other technology providers supporting the Network Economy and better serve customers with solutions based on Network Intelligence technology.

5th September 2011 – Vedicis, a leading provider of price/performance DPI-PCEF solutions for carriers today announced that it has become a member of the Network Intelligence Alliance (NI Alliance), an industry organization created for collaboration among the Network Economy’s technology providers. Participation in the NI Alliance will help Vedicis to build and market innovative solutions for customers seeking to improve policy control and charging enforcement features.

In today’s Network Economy—a world that now depends and runs on networks—accurate visibility and precise tracking of data crossing networks have become crucial to the availability, performance and security of applications and services. The growing complexity of IP transactions, the explosion of mobile applications, and the mainstream adoption of cloud computing surpass the capabilities of conventional tools to improve how networks operate, expand services and police illicit or criminal activity. Just like Business Intelligence solutions emerged to unlock information hidden in the enterprise, Network Intelligence technology is an emerging category of technology to reveal the critical details of the data locked inside network traffic and transactions.

The NI Alliance serves two purposes: first, as a forum for collaboration among technology providers whose solutions secure data in transit, ensure efficient data delivery, monetize data transactions or track real-time information. Through the NI Alliance, members can better serve their customers.

The NI Alliance also seeks to educate the market and the public on the role and value of Network Intelligence in protecting sensitive information; delivering value-added services, applications and information; and ensuring better performance of network-dependent solutions.

Vedicis includes Network Intelligence within its Policy and Charging Enforcement Solution to deliver full visibility on broadband traffic. Vedicis Linux platform empowers Mobile and Fixed Carriers to better manage network congestion, move to usage-based billing models, and create new tiered services through smart routing.

“The NI Alliance is the right ecosystem to foster state of the art technology such as ours in a rapidly-changing market,” said Théodore Martin Martin, Vedicis CEO. “Our product, the Vedicis Content Smart Switch, is a DPI-PCEF software platform used to control multi-1GE or multi-10GE traffic with high switching performance and density on Intel Standard Servers. We deliver cost effectiveness and short ROI with scalability, flexibility and fast integration for broadband control and monetization. This requires deep Network Intelligence to meet carriers’ demands.

“Vedicis is a valuable addition to the NI Alliance and we welcome their participation,” said Erik Larsson, Chairman of the NI Alliance. “By joining the NI Alliance, Vedicis increases its commitment to customers with

greater capabilities to identify, develop and support innovative, more comprehensive solutions based on Network Intelligence.”

Establishment of the NI Alliance was initiated by Qosmos, whose Network Intelligence technology components provide the crucial first step in understanding what’s passing through networks. Qosmos’ hardware and software components extract and interpret real-time traffic—translating a data stream’s 1s and 0s into their respective communications protocols, metadata and content for use by third-party applications.

Through the NI Alliance, Qosmos expands its collaborative approach to help vendors design and deliver advanced solutions with embedded Network Intelligence technology in less time and at lower cost. The NI Alliance provides a channel for dialogue and partnerships that Alliance Members otherwise may not have considered or pursued when addressing the needs of joint customers. Visibility within the vendor community through the NI Alliance affords companies opportunities to market more comprehensive solutions with greater ROI and faster time to value for customers.

About the NI Alliance

The NI Alliance is an industry organization created for collaboration among the Network Economy’s technology providers and to educate the market on the role and value of Network Intelligence technology. Members are vendors involved in the capture, processing, decoding, analysis, and leveraging of network data; suppliers of Network Intelligence technology components; software vendors; and information providers of solutions, such as cyber security, financial transaction tracking, lawful interception, service assurance, traffic optimization and Web market research. Participation in the NI Alliance helps members to build and market innovative solutions to Communications Service Providers (CSPs) governments and enterprise customers seeking to improve performance, security and the monetization of network-dependent services and applications.

For more information, please visit www.nialliance.org

About Vedicis

Vedicis provides Policy Control & Enforcement and Network Traffic Intelligence Solutions to fixed and mobile operators to manage and monetize broadband for better user experience and new revenue streams.

Vedicis’ innovative DPI-PCEF software platform help customers to solve data congestion issues with better QoS and QoE, and to create new services with applications bandwidth and content control depending upon user service entitlement. We focus on delivering visibility (granular Statistics) intelligence (usage metering for profiling and charging) and control (applications bandwidth enforcement per user, and smart routing for user services and caching) with rapid ROI, scalability and fast integration.

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