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## **Cable&Wireless partners with Ipanema Technologies on application-centric network management**

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**London, UK – February 26<sup>th</sup> 2008** – Ipanema Technologies, the leader in application traffic management systems for wide area networks, has announced today that Cable&Wireless will use its Business Network Optimisation System to develop a new application-centric offering. This builds on an established partnership that has already provided UK enterprises with an integrated offering. The Ipanema element provides Cable&Wireless' customers with real-time visibility and control of what is happening on their Virtual Private Network (VPN). Customers using the Ipanema system will also be able to dynamically manage, accelerate and prioritise traffic to meet their individual business needs.

Malcolm Seagrave, Global Head of Security & Application Services, Cable&Wireless said: "Our service offering is evolving as new pressures are placed on network managers to guarantee the performance of key applications such as Citrix and SAP and sensitive real-time applications such as VoIP. Businesses are increasingly dependent on networks to underpin their IT infrastructure and, as CRM and ERP applications become more business-critical, the fight for bandwidth becomes greater. The spotlight is now on ICT departments and network managers are turning to us to give them as much control over their networks as possible. We're committed to offering the best levels of service to our customers and, with Ipanema, we will be able to help network managers meet the requirements of their end-users, ensuring critical applications do not suffer due to network issues such as congestion at peak times."

Cable&Wireless identified Ipanema's Business Network Optimisation solution as the best fit to meet the demands of enterprise businesses for WAN control and application performance guarantees. Ipanema's approach offers telcos a scalable carrier class system with a dedicated service delivery framework that transcends their actual IP VPN service. This enables them to shift from a network SLA model to an application SLA model, opening opportunities for a new generation of high-value services centred around the performance of business-critical applications.

Mike Bailey, Country Manager UK, Ipanema Technologies said, "According to research from Vanson Bourne, 93% of UK businesses are looking for greater visibility and control of traffic over the WAN, with only 58% currently able to offer network users application-centric service level agreements. This represents a real opportunity for network providers that are able to give customers with application-centric tools and services over and above their existing commoditised offerings. We are delighted to be working with Cable&Wireless to deliver such a service and meet customers' needs."

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**About Cable&Wireless**

Cable & Wireless is one of the world's leading international communications companies. It operates through two standalone business units - Europe, Asia & US and International.

The Europe, Asia & US business unit (formerly known as the "UK" business) provides enterprise and carrier solutions to the largest users of telecoms services across the UK, US, continental Europe and Asia, and wholesale broadband services in the UK. With experience of delivering connectivity to 153 countries - and an intention to be the first customer-defined communications services business - the focus is on delivering customers a service experience that is second to none.

The International business unit operates integrated telecommunications companies in 33 countries offering mobile, broadband, domestic and international fixed line services to residential and business customers, with principal operations in the Caribbean, Panama, Macau, Monaco and the Channel Islands.

For more information about Cable & Wireless, go to <http://www.cw.com>

**About Ipanema Technologies ([www.ipanematech.com](http://www.ipanematech.com))**

Ipanema is a provider of advanced application traffic management solutions that align the network with business goals. Network integrators market Ipanema's Business Network Optimization solutions to enterprises, while telecom service providers and network managed service providers offer those as a service.

The Business Network Optimization solution is simple, automated and scalable and allows enterprises to easily control, guarantee and accelerate their critical application performance regardless of network conditions. It relies on Ipanema's Autonomic Networking System to provide: full Visibility of application flows over the network, global and dynamic Optimization of network resources, transparent application Acceleration, Network Application Governance functions and Scalable Service Delivery capabilities. Ipanema's Business Network Optimization solutions are deployed in more than 75 countries. Its customers include large organizations such as Leroy Merlin, Sodial, Altadis, Sephora, Brittany Ferries, Bongrain, Michael Page, NH Hoteles, SGS, Nespresso, Clariant, TNT, L'Oréal, Cap Gemini, Henkel, the French Army, Sanofi, Europcar, Rhodia, Lexmark etc.

To read more, visit our web site [www.ipanematech.com](http://www.ipanematech.com)

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