



data communications

Press Release

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Ipanema Technologies and RAD Data Communications Join Forces to Bring High-Margin Application-Aware Services to Existing IP and Ethernet VPNs

*Co-Developing Joint System to Provide a Larger Universe of Enterprise Users
with an Integrated VPN Optimization Solution and Quality of Experience
Guarantees*

PARIS, France — Feb.9th, 2009 — [Ipanema Technologies](#), the leader in application traffic management systems for wide-area networks (WANs) and RAD Data Communications, the leading international manufacturer of intelligent access devices, today announced plans to co-develop a joint system for enhancing added value services in Layer 3 and Layer 2 VPNs while laying the foundation for future business services. This cooperative solution will be based on RAD's intelligent customer premises equipment (CPEs) and Ipanema's Autonomic Networking System (incorporating advanced application-awareness capabilities).

The joint product offering will pave the way for service providers to extend existing WAN optimization services to more IP VPN enterprise sites, as well as assure end-to-end application performance guarantees over increasingly popular Ethernet VPNs. The integration of these two best-of-breed components into a unified platform is also expected to deliver significant OpEx reduction gains for service providers.

"Building on RAD and Ipanema's respective market leadership, the R&D and commercial partnership will make end-to-end network control and optimization as well as Quality of Experience guarantees an affordable reality for deployment at all of the enterprise VPN's customer sites," explains Dr. Daniel Kofman, Chief Technology Officer (CTO) at RAD Data Communications. "Service providers will not only be able to roll out higher-margin, added value services for both IP and Ethernet services, but will also benefit from better management of their network resources," he adds. "Moreover, this unique solution will help usher in a new era of business process-centric (instead of network-centric) Business Aware VPN services, which are *'technology agnostic,'* sparing end users from the network complexity and technological diversity of L3 and L2 network connectivity".

"This collaborative effort is of strategic importance for both Ipanema Technologies and RAD because it places our companies in the forefront of industry efforts to address the critical challenge of offering application based managed service capabilities for end-to-end network optimization, applications performance control and application SLAs," notes Thierry Grenot, CTO at Ipanema Technologies. "The partnership represents a natural

evolution for our industry leading solutions for IP VPN, logically expanding their scope into a broader market and easily accelerating the deployment of highly affordable value-added services in the near- term.”

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The RAD-Ipanema system concept has already been validated by several of the world’s leading tier 1 carriers and trials are now being scheduled for 2009. In addition, the companies are working closely with telecom operators and the managed service provider community to define what the business services of the future will be.

About RAD

Established in 1981, privately owned RAD Data Communications has achieved international recognition as a major manufacturer of high quality access equipment for data communications and telecommunications applications. These solutions serve the data and voice access requirements of service providers, incumbent and new carriers, and enterprise networks, by reducing infrastructure investment costs while boosting competitiveness and profitability. The company's installed base exceeds 10,000,000 units and includes more than 150 carriers and operators around the world. These customers are supported by 21 RAD offices and more than 300 channel partners in 164 countries.

RAD is a member of the RAD Group of companies, a world leader in networking and internetworking product solutions.

RAD Data Communications site: www.rad.com

About Ipanema Technologies (www.ipanematech.com)

Ipanema develops next-generation solutions for application traffic management and WAN optimization which drastically improve the quality of user experience. Ipanema’s Autonomic Networking System brings intelligence to the network, enabling enterprises to align the network with their business objectives dynamically. The Ipanema Autonomic Networking System is designed to manage up to very large enterprise Wide Area Networks (WAN). It empowers enterprises, telecom operators and network service providers to go Beyond the Network TM. With Ipanema’s Autonomic Networking System, you can create repeatable and industrialized application-SLA based services that bring the best benefits with the lowest Total Cost of Ownership (TCO): intelligent visibility, intelligent optimization and intelligent acceleration. Ipanema is used extensively by many large telecom operators as well as by large multinationals across all market segments, including banking and finance, public sector, energy, pharmaceuticals, automobile, IT and so on. For more information, go to www.ipanematech.com.

To read more, visit our web site www.ipanematech.com

Press Contact

Ipanema Technologies

Béatrice Durand

Marketing Director, Ipanema Technologies

+33 (0)1 55 52 15 37

durand@ipanematech.com