

## Ipanema Technologies launches UNDOSTRES! , a simplified Application-Centric VPN service creation methodology for Telecom Providers.

PARIS, France — July 2<sup>nd</sup>, 2009 — [Ipanema Technologies](http://www.ipanematech.com), the leader in WAN Optimization and Application Performance Management solutions for Managed Service Providers, today announced the launch of **UNDOSTRES!**, a simplified Application-Centric VPN service creation methodology for Telecom Providers.

In the past few years, Telecom Providers have addressed the shift from network connectivity services to converged network services with an unified IP foundation. With the generalization of MPLS that is now happening, Telcos now face price and margin erosion of their IP/VPN services, and need to move to more profitable [Application-Centric services](#) such as [Application performance management](#), [Application performance acceleration](#), [Application SLAs](#) and [WAN Governance audit](#). It is now time for Application-Centric VPN services!

“One of the big challenges Telcos face is to build scalable, profitable, industrial-strength managed services. Reselling a technology as a network integrator, or delivering a bespoke managed service to an enterprise is not part of a Telcos strategy. Their need for industrialization is greater which requires appropriate technology and engagement processes fitting with their business model. Ipanema already had the technology: the SALSA platform has been proven many times to be extremely efficient and successful. Thanks to UNDOSTRES! we now have a simple, sharp engagement process for the Telcos.” says Jean-Francois Rousseau, Director Market Development, Telcos and Services Providers at Ipanema Technologies.

Leveraging 5 years of successful implementation of industrialized managed services with leading Service Providers - such as British Telecom, Orange Business Services, Cable & Wireless, Belgacom, Reliance, Swisscom and Tata Communications – Ipanema has fine-tuned and standardized a simple Telco engagement model that ensures a fast and successful implementation of profitable Application-Centric VPN services.



The UNDOSTRES! methodology relies on 5 key pillars which address all the components required to build a successful industrialized managed service:

1. **Executive Engagement** to ensure the full alignment of the new services with the Telco's strategy.
2. **Business Planning** to define scenarios, targeted markets and forecast revenue, margin and cash-flow.
3. **Operation Process** to ensure successful IT integration.
4. **Service Creation** to define the service components and the pricing structure.
5. **Go-to-Market** to define sales and marketing engagement for fast and large service delivery.

“With UNDOSTRES! a Telco requires only a few months to launch a full set of industrialized [Application-Centric services](#) such as: [Application performance management](#), [Application performance acceleration](#), [Application SLAs](#) and [WAN Governance audit](#)” adds Jean-François Rousseau.

### About Ipanema Technologies (<http://www.ipanematech.com>)

Ipanema develops next-generation solutions enabling any large enterprise to have full control over their global network. Ipanema's unique patented technology guarantees business application performance for each user, no matter where or when. We simplify network operations. We reduce costs. In a nutshell, we guarantee critical application performance and make a 1000 site network feel like one. 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, automotive, IT and others.

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