



Foundations for the ALL-IP Network



Network Intelligence
Alliance

ADAX 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.

May 25th 2011, Oakland, CA – Adax, a leading supplier of Intelligent ATCA carrier blades and AMC cards for packet processing today announced that it has become a member of the Network Intelligence Alliance (NI Alliance), a new industry organization created for collaboration among the Network Economy's technology providers. Participation in the NI Alliance will help Adax to build and market innovative solutions for customers seeking to enhance Adax's Cavium-based PacketRunner carrier blade and AMC cards.

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, it serves 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.

Adax includes Network Intelligence technology within its Adax PacketRunner and PacketAMC products. Adax advanced hardware and Qosmos software provide developers with the flexibility and scalability of ATCA to design, build, and bring to market quickly solutions suited for customer premises, intelligent access and core network applications and nodes.

“Adax realizes that to be successful, customer packet processing applications require a rich ATCA eco-system of co-validated products. The NI Alliance builds partner relationships that result in highly integrated and fully tested solutions. Adax is very pleased to join the NI Alliance. Our emergence into packet processing is significantly advanced through this partnership with a technology leader such as Qosmos.” Drew Sproul, Director, Marketing.

Adax has provided reliable SS7 signaling solutions to Tier 1 TEMs for nearly 30 years. Adax brings its expertise and commitment to data integrity to the challenges of fielding a deterministic packet-based network. The Adax PacketRunner (APR) is the only truly intelligent ATCA carrier blade on the market today. It supports the most advanced packet processing applications in conjunction with legacy connectivity. The PacketAMC amplifies this capability by adding discretely configurable computing elements based on the identical Cavium processors and development environment as the APR. Network Intelligence by Qosmos takes full advantage of Adax advanced hardware foundations to deliver the tools developers are seeking. To build out the LTE

network, whether it be an SGW, PDN, PCRF, MME or any other application, Adax and Qosmos offer the technology and support to make your project a success.

Adax is a valuable addition to the NI Alliance and we welcome their participation,” said Erik Larsson, Chairman of the NI Alliance. “It’s companies like Adax joining with other vendors who play leadership roles in their respective areas of expertise that will enable organizations to most effectively apply Network Intelligence to better manage, protect and profit from their data networks.”

The NI Alliance was initiated by Qosmos, whose Network Intelligence technology provides 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 Adax

Adax brings its extensive expertise in signaling reliability and performance to bear on the challenge of achieving carrier grade IP networks with a full array of packet processing protocol controllers, signaling software and signaling gateway products. The broad and flexible Adax product line enables its customers to meet the myriad demands of user and control plane services in the converging network marketplace delivering a highly available, high performance carrier-grade transport.

For over 25 years Adax has been the preferred supplier of signaling products to many Tier 1 OEMs and VAS companies and has established an extensive track record for helping those customers reduce costs whilst increasing their competitive capabilities.

Adax customers include some of the world's premier telecom suppliers such as Alcatel-Lucent, Ericsson and NSN; and value added service (VAS) providers and system integrators such as NewNet CT, Comviva, NetNumber and Invigo.

For more information: www.adax.com

Adax Contact

Andrew (Drew) Sproul, Director, Marketing
Office: 1.510.548.7047 x144, dsproul@adax.com

NI Alliance Contact

Erik Larsson, Qosmos, Chairman of the NI Alliance
Phone: +33 (1) 78 09 14 58 / Email: Erik.LARSSON@qosmos.com