

Allot Rings Up Five New Mobile Operators Since the New Year

New Mobile Customers are situated throughout EMEA and Asia



Press Release Source: Allot Communications Ltd On Wednesday March 30, 2011, 8:00 am

BOSTON, March 30, 2011 /PRNewswire/ -- [Allot Communications Ltd.](#) (NASDAQ:[ALLT](#) - [News](#)), a leading supplier of service optimization and revenue generation solutions for fixed and mobile broadband service providers worldwide, announced today five new mobile operator customers since the start of 2011. The operators, which are located throughout EMEA and Asia, selected Allot solutions based upon the [Service Gateway](#) and its range of [network and subscriber services](#), enabling them to leverage vital network intelligence and optimize their network, enhance and personalize their users' experience and generate new revenue streams.

"This past year has seen the emergence of new charging and pricing models that have completely changed the traditional rules of the game," said Shira Levine, directing analyst for next gen OSS and policy at Infonetics Research. "These new models, based on applications such as premium video, social networking or just plain old email, enable the operator to offer the personalized experience that users demand, and better manage the ever-increasing flood of data traffic. Operators are increasingly aware that in order to remain competitive, they must deploy these types of solutions that provide the network intelligence necessary to achieve these aims."

"After a record breaking 2010, during which we firmly established Allot as the leader in the fast-growing mobile data market, we've stepped up the pace in 2011," said Rami Hadar, Allot's CEO and President. "Mobile now accounts for approximately 40% of our total sales and we are seeing more and more operators turning to us to help them differentiate their offering and attract new revenues."

Allot Service Gateway solutions deployed at these customers include [MediaSwift](#), an intelligent media caching solution which accelerates internet content delivery and improves the user experience, thereby reducing peering link costs; and [CellWise](#), an innovative service designed to ensure fair use per cell by enabling mobile Internet operators to manage traffic down to the individual cell. This in turn alleviates backhaul congestion in real time and improves the user experience.

About Allot Communications

Allot Communications Ltd. (NASDAQ:[ALLT](#) - [News](#)) is a leading provider of intelligent IP service optimization and revenue generation solutions for fixed and mobile broadband operators and large enterprises. Allot's rich portfolio of solutions leverages [Dynamic Actionable Recognition Technology](#) (DART) to transform pipes into smart networks that can rapidly and efficiently deploy value added Internet services. Allot's scalable, carrier-grade solutions provide the visibility, topology awareness, security, application control and subscriber management that are vital to managing Internet service delivery, enhancing user experience, containing operating costs, and maximizing revenue in broadband networks.

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