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**IPTEGO'S PRODUCT:**  
 **PALLADION**

## HIPCOM chooses IPTEGO's PALLADION Service Assurance Solution to support UK Reseller Channels

Berlin, Germany, December 3rd 2008 – IPTEGO GmbH, a global supplier of Service Assurance Solutions to service providers, announced today that HIPCOM, the UK's leading Hosted IP Communications solutions provider, has selected its PALLADION Service Assurance Solution to monitor customers' quality of service and improve operational efficiency.


PALLADION is a SIP based passive monitoring, detection and alerting solution which provides HIPCOM complete visibility of subscriber and network behaviour, enabling a paradigm shift from reactive to proactive customer care. PALLADION also enables SMART attack detection of SPIT attacks, services revenue abuse, customer accounts abuse or over billing prevention, allowing HIPCOM to protect its resellers' revenues and reputation.

Through its multi-domain support, PALLADION allows HIPCOM to offer each of its reseller customers competitively differentiated SLAs. PALLADION minimises support costs and maximises revenue potential by leveraging user and network behavioral information within each Reseller's / Service Provider's network, all of which result in a significant enhancement in HIPCOM's customers' quality of experience of the delivered services.

"Gaining HIPCOM as a partner is a significant milestone for IPTEGO. Having the UK's leading hosted IP-service provider integrate PALLADION into the heart of their NOC, shows how PALLADION can really benefit both operations and customer care departments," said Alex Hoffman, IPTEGO's CEO. "We're pleased to work closely with HIPCOM, whose feedback has helped us shape today's PALLADION solution."

"HIPCOM has always been agnostic to the network, and the PALLADION Service Assurance solution follows this ethos by allowing our resellers the freedom and confidence to deploy enhanced voice applications over their choice of network providers," said James Brind, HIPCOM's CTO.

"We were looking for a solution that was more than a simple network monitoring tool, but provided an end-to-end view of Network, Application, and Device performance. This is a complete measure of end-user experience – PALLADION provides this full transparency which HIPCOM really needed. In the last 6 months we've developed a partnership with



IPTEGO, which is key to HIPCOM's ability to offer true proactive customer care to all our resellers. HIPCOM now offers a hosted Service Assurance application that is having such a positive impact by solving the problem which prevented reseller operations' personnel from managing customer experience," added Mr Brind.

### Company Profile: HIPCOM

HIPCOM specialises in the provisioning of high-quality Hosted IP Communication solutions, sold through a network of channel partners in the UK, and supported by a range of carefully-selected strategic partnerships with leading VOIP vendors world-wide.

HIPCOM is at the forefront of the industry, producing innovative Hosted IP Communications Solutions created specifically for the UK reseller channel and the UK marketplace. HIPCOM's platform provides carrier grade, five nines service with full enterprise telephony features, allowing partners to enter this rapidly-growing market, secure new business, and provide customers with advanced, feature-rich communication services.

[www.hipcom.co.uk](http://www.hipcom.co.uk)


### Company Profile: IPTEGO

„Freedom to innovate“

IPTEGO GmbH was founded in 2006 in Berlin (Germany) by SIP pioneers Alexander Hoffman (CEO) and Ulrich Abend (CTO) after years of successful development work at the Fraunhofer Institute in Berlin (Open Communication, FOKUS).

The internationally operating software vendor develops customized programs and scripts in the fields of SIP and IMS. Its core competency is satisfying the particular demands of service providers in terms of reliability, optimisation and cost efficiency of their networks (SIP, IMS). And hence, the PALLADION program that performs proactively and offers quick quality assurance solutions for the latest generation of data transmission.

IPTEGO's target groups are international carriers, DSL providers, cable network services, ISPs and VoIP hardware manufacturers. Included among its existing clients are several



carriers such as global players.

Customer satisfaction, along with revenue, is increased through the avoidance of complicated errors. PALLADION makes it easier to solve complicated bugs by his error checking in real time. With PALLADION the provider's network is getting transparent.

Through experienced product developers and a quick decision-making processes, IPTEGO can offer now with PALLADION what other companies are still just developing.

### Product Profile: PALLADION

The next generation of telephony obtains a new quality standard with PALLADION

VoIP telephony signifies the telephony of the future. IPTEGO redefines telephony. In PALLADION the company offers the highest quality in call creation and termination and already today is redefining voice quality. PALLADION's core functionality provides the highest technological standard in terms of real-time service assurance and monitoring of SIP and IMS networks.

PALLADION automatically detects errors, even before they are noticed by the end customer, and corrects them proactively. The Berlin company offers its target group customer satisfaction and precise cost control. In addition, PALLADION provides the advantage of data mining for the analysis of customer trends (business intelligence). The data transfer of tomorrow is becoming transparent.