

PRESS RELEASE

## IPTEGO ANNOUNCES SPONSORSHIP OF THE ANNUAL BROADSOFT CONNECTION 2009 IN ARIZONA

Berlin, September 23<sup>th</sup> 2009: IPTEGO, the industry leader in SIP pro-active real time monitoring Revenue, one of the most innovative companies in terms of Quality Assurance in the field of VoIP, announces its sponsorship for the BroadSoft Connections 2009 from 25<sup>th</sup> - 28<sup>th</sup> of October 2009. BroadSoft voice and vision taking place at The Phoenician, Scottsdale, Arizona, USA.

The annual executive users conference brings together more than 400 companies and experts from the telecommunication industry to discuss VoIP technologies and solutions, as well as „best practices“ with the industry peers. This year, BroadSoft Connections 2009: *Voice & Vision* will focus on productivity and benefits of Unified Communications and how it meets the needs of enterprises for telephony services delivered in a Software as a Service (SaaS) environment.

During the BroadSoft Connection 2009 IPTEGO will present and demonstrate its PALLADION platform, which performs three key functions; provides visibility into network issues and performance, detects and isolates complex call-related issues and behaviors and devices on a network on a network enabling new services and automated resolution of network problems. PALLADION enables operators to manage key aspects of their network operations and feed fraud detection, Service Assurance, Revenue Assurance, Service Quality Management (SQM) and Managed Services systems with the fundamental KPIs and KQIs.

„Telecommunication companies often struggle to find cost effective tools which are powerful enough for the needs of NOC and operations personnel, but simple enough for Tier 1 and CSR support. PALLADION's point n' click interface makes it easy for staff to become an expert at SIP troubleshooting.“, Etienne Coulon, VP Sales & BD.

With the participation in Arizona IPTEGO points out to intensify its success in the US market. IPTEGO is a Berlin based software company focused on developing new and innovative solutions for SIP based networks. IPTEGOs products are used today by tier 1, 2 and 3 service providers in North American and Europe.



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IPTEGOs PRODUCT:  
 **PALLADION**



## Company Profile: IPTEGO

“Freedom to Innovate”

IPTEGO GmbH was founded in 2006 in Berlin (Germany) by SIP pioneers Alexander Hoffmann (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.