



# Allot Communications Launches a Breakthrough Approach to Telco Big Data Analytics

*Allot ClearSee brings richer data and powerful analytics tools to carriers' big data projects*

October 22, 2013 – Hod Hasharon, Israel – [Allot Communications Ltd.](#) (NASDAQ: ALLT), a leading supplier of service optimization and revenue generation solutions for fixed and mobile broadband operators, today announced the launch of Allot [ClearSee](#), a new solution designed to provide true data analytics capabilities and deliver richer levels of depth and granularity to fixed and mobile broadband network analytics.

Allot ClearSee is a big-data analytics solution that allows service providers to capture and analyze a rich variety of application, subscriber, device and Quality of Experience (QoE) data from their own networks and then transform the source data into valuable business intelligence that is needed to drive service profitability and customer satisfaction.

“Allot ClearSee gives operators unprecedented dimensions of visibility and insight into network and subscriber activity,” said Andrei Elefant, Vice President of Product Management and Marketing at Allot. “The solution provides a powerful analytics system with a very rich data source that enables different stakeholders in the organization – from operations and engineering to marketing and executive management – to analyze data in terms that are relevant to their domain. As a result, they are better equipped to improve network efficiency, plan infrastructure investments, segment their markets, and plan new service offerings.”

With Allot ClearSee, operators are not limited to a particular set of reports or a specific way to analyze data. Allot ClearSee features a Self-Service approach to data mining and analysis, starting with a full complement of “out-of-the-box” reports and customizable queries for analyzing data from network, application, subscriber, device and QoE perspectives. This concept is further extended by the system’s Self-Service module, which gives operators a dedicated, interactive workspace where they can mine the data warehouse for specific information, model ad hoc questions, test what-if scenarios, and immediately visualize the results.

The Allot ClearSee platform is designed to run on either dedicated or virtual machines. The carrier-grade, scalable platform is designed to handle large and growing volumes of data as well as interoperate smoothly with other operator systems. It is designed for NFV environments and is utilizing an MPP architecture that allows operators to scale and utilize all of the advantages that an operator cloud has to offer.

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### **About Allot Communications**

Allot Communications Ltd. (NASDAQ, TASE: ALLT) is a leading global provider of intelligent broadband solutions that put mobile, fixed and enterprise networks at the center of the digital lifestyle. Allot's DPI-based solutions identify and leverage the business intelligence in data networks, empowering operators to shape digital lifestyle experiences and to capitalize on the network traffic they generate. Allot's unique blend of innovative technology, proven know-how and collaborative approach to industry standards and partnerships enables service providers worldwide to elevate their role in the digital lifestyle ecosystem and to open the door to a wealth of new business opportunities. For more information please visit: [www.allot.com](http://www.allot.com)

### **Forward Looking Statement**

This release may contain forward-looking statements, which express the current beliefs and expectations of Company management. Such statements involve a number of known and unknown risks and uncertainties that could cause our future results, performance or achievements to differ significantly from the results, performance or achievements expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: our ability to compete successfully with other companies offering competing technologies; the loss of one or more significant customers; consolidation of, and strategic alliances by, our competitors, government regulation; lower demand for key value-added services; our ability to keep pace with advances in technology and to add new features and value-added services; managing lengthy sales cycles; operational risks associated with large projects; our dependence on third party channel partners for a material portion of our revenues; and other factors discussed under the heading "Risk Factors" in the Company's annual report on Form 20-F filed with the Securities and Exchange Commission. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are made only as of the date hereof, and the company undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.

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