



# Allot's ClearSee Selected by Tier One Mobile Operator in EMEA

## *Allot ClearSee Chosen to Provide Subscriber Behavior Analysis*

November 18, 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 it has received an order from a Tier One EMEA-based mobile operator for the newly-announced [Allot ClearSee](#) Big Data analytics solution. Allot ClearSee provides analysis for a rich variety of application, subscriber, device and Quality of Experience (QoE) data from a mobile operator's network and then transforms the source data into valuable business intelligence needed to drive service profitability and customer satisfaction.

Allot ClearSee provides crucial insight into network and subscriber activity, thereby allowing operators to identify the behavior of each subscriber and segment users according to their personal preferences. On this basis, the operator can determine the best and most profitable personalized services to offer to its subscribers, for example offering popular games to previously-identified interactive gamers. This level of marketing and segmentation results in increased Average-Revenue-Per-User (ARPU), customer satisfaction and loyalty, and thereby reduces churn. The EMEA operator is utilizing Allot ClearSee to provide insights into subscriber behavior, such as applications and services used most, as well as an analysis of online activity, traffic volume and trends.

"This Tier One EMEA operator joins a growing number of leading operators that are trialing Allot ClearSee around the globe in order to turn their own network data into an intelligent business tool," said Andrei Elefant, VP Marketing and Product Management for Allot. "This latest deployment underscores the positive feedback we have received on Allot ClearSee to date and emphasizes the market's overall need for telco-specific big data analytics tools."

The Allot ClearSee platform is designed to handle large and growing volumes of data as well as interoperate smoothly with other operator systems. The product is built upon 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 a range of perspectives. Allot ClearSee provides operators with a dedicated, interactive workspace to mine the data warehouse for specific information, model ad hoc questions, test what-if scenarios and immediately visualize the results.

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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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