



## **Allot Communications Wins New \$3M Contract with Tier-1 Cable Provider**

*Allot Delivers Intelligent Traffic Management Solution to Relieve Cable Access  
Network Congestion and Provide Telco Big Data Analytics*

May 5, 2014 – Hod Hasharon, Israel – [Allot Communications Ltd.](#) (NASDAQ: ALLT), a leading supplier of service optimization and revenue generation solutions for fixed and mobile broadband operators and cloud providers, today announced it has received a new order from a Tier-1 cable operator for an Intelligent Traffic Management solution addressing congestion on its Cable Access Network. This phase one deployment comes as a first-time order for Allot from this leading carrier. The \$3M deal closed in Q2 of 2014.

The Allot solution being used in this deployment provides deep visibility into network traffic and enables pinpointing of congestion in high granularity to deliver crucial insight into the nature of the congestion. The solution then allows the operator to apply selective traffic shaping policies in order to avoid congestion and ensure quality of experience for real-time applications as well as fair distribution of resources between subscribers.

“Allot's solution was evaluated against several other competing solutions, and following a demo on a live network, was ultimately selected for its superior functionality and flexibility,” said Yaniv Sulkes, AVP Marketing at Allot. “Our integrated solution allows operators to gain a complete picture of network utilization, effectively reduce the load on the network and defer bandwidth upgrades in order to deliver consistently great quality of experience.”

The [Allot ClearSee](#) analytics solution, combined with the [Allot Subscriber Management Platform \(SMP\)](#) CMTS awareness solution, provides full visibility into traffic trends per network segment and can combine this with information about application popularity, subscriber data consumption trends, and quality of experience. Additionally, Allot ClearSee's self-service reporting capabilities provide the operator with tools to better plan for future investments, profitable service plans, and congestion relief strategies such as selective traffic shaping and transparent caching.

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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 and workstyle. Allot's DPI-based solutions identify and leverage the business intelligence in data networks, empowering operators to analyze, protect, improve and enrich the digital lifestyle services they deliver.



Allot's unique blend of innovative technology, proven know-how and collaborative approach to industry standards and partnerships enables network operators 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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