



## **Allot *CloudTrends* Report Finds CSPs are Leveraging the Experience of Cloud Applications like Microsoft Office 365 and Lync**

*Report finds that enterprise-managed services for greater visibility, control, QoS and security of cloud applications are on the rise*

**November 19, 2014** – Hod Hasharon, Israel – [Allot Communications Ltd.](#) (NASDAQ, TASE: ALLT), a leading global provider of intelligent broadband solutions that empowers communication service providers to optimize and monetize their networks, enterprises to enhance productivity and consumers to improve their digital lifestyle, announced today the availability of its new [Allot CloudTrends Report H2 2014](#), which highlights the worldwide evolution of managed cloud services offered to enterprises and SMBs by communication service providers (CSPs).

The findings of this global report indicate that many CSPs now view cloud-based software-as-a service (SaaS) enterprise applications – such as unified communications, virtualized office suite offerings, cloud storage and enterprise CRM/ERP – as a substantial revenue opportunity. The most innovative CSPs surveyed have addressed enterprise CIO concerns around security and performance by responding with specific cloud-based visibility, control, quality of service (QoS) and security managed service offerings.

### **Key findings of the Allot CloudTrends Report include:**

- **Over 45%** of CSPs are offering public cloud applications and services for enterprises ranging from basic email and storage to fully-fledged unified communications, CRM and ERP solutions.
- **Microsoft Office 365** is the most prevalent office suite offered by CSPs to SMBs and Enterprise with **over 33%** of CSPs surveyed offering the Microsoft platform. **Office 365 represents over 90%** of the virtualized office suite type offerings, while the Google Apps offering comes in at a distant 8%.
- QoS management for cloud services lags behind basic adoption. Just **23%** of CSPs are currently offering **QoS and/or visibility** solutions for mission-critical applications and **32%** of CSPs offer some form of cloud-based security service such as **anti-DDoS or URL filtering**.
- QoS management for cloud services is much more prevalent when unified communications, Office, and Microsoft Lync are involved, indicating the need to actively manage access to these critical applications. With unified communications, 32% of CSPs offer QoS management, 48% offer Office applications and 50% offer Microsoft Lync.

“Workforce productivity and mobility needs are causing CIOs to reevaluate their network infrastructure and operations. At the same time, CSPs are responding by evolving their SMB and enterprise cloud services to reach beyond classic connectivity and IT solutions traditionally provided,” said **Yaniv Sulkes**,

**AVP Marketing at Allot Communications.** “The market trends surfaced in our report reflect what we are seeing with our CSP and enterprise customers. CSPs around the globe are increasingly delivering value-added digital services that can help enterprises overcome their toughest adoption challenges and achieve the cost and efficiency benefits promised by the cloud.”

The statistical information presented in this report is based on data collected during the second half of 2014 from over 100 communication service providers (mobile, fixed and converged) globally. The regional breakdown of our sample of CSPs was: 35% Asia Pacific, 11% North America, 23% Latin America, 13% Europe, 8% Middle East & 10% Africa.

The full Allot *MobileTrends* Cloud Report H2 2014, complete with statistical graphics and charts, can be downloaded [here](#).

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### **About Allot Communications**

Allot Communications Ltd. (NASDAQ, TASE: ALLT) empowers service providers to monetize and optimize their networks, enterprises to enhance productivity and consumers to enjoy an always-on digital lifestyle. Allot’s advanced DPI-based broadband solutions identify and leverage network intelligence to analyze, protect, improve and enrich mobile, fixed and cloud service delivery and user experience. 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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