Allot Smart Data Source Selected by Four Tier 1 Mobile Operators

The Allot solution provides network intelligence, enabling the operators to drive customer satisfaction and generate revenue

Jan. 19, 2016 – Hod Hasharon, Israel – [Allot Communications Ltd.](#) (NASDAQ, TASE: ALLT), a leading provider of security and monetization solutions that enable service providers to protect and personalize the digital experience, announced today that it has received orders from four existing tier 1 mobile operator customers for [Allot Smart Data Source](#), a real-time network Intelligence source that captures a rich variety of contextual statistics and facilitates actionable analytical insights to drive customer satisfaction and revenue generation.

In order to remain competitive, service providers are evolving to become more data and analytics driven. High volume usage, diverse number of applications and encryption are making it more difficult than ever for operators to quickly access relevant actionable data from their networks. To tackle these challenges, the tier 1 mobile operators sought an analytics solution that would allow them to quickly plan their customer acquisition and growth strategies without having to roll out a long project with complex integrations.

Deployed in conjunction with other Allot solutions, including [Allot SmartEngage Onboarding](#), a customer engagement solution, and [WebSafe Personal](#), a Security-as-a-Service (SECaaS) offering, the Allot Smart Data Source provides the analytics to better identify and engage consumers most likely to benefit from value-added services such as security service. The Allot Smart Data Source solution was deployed to capture a rich variety of contextual application, user, endpoint and video usage statistics from networks. These usage statistics are then exported to BI applications and other operator systems where they are analyzed and used to personalize service offerings for millions of mobile users, matched to the individual needs, preferences and lifecycle journey.

"Allot Smart Data Source removes the time and complexity barriers of deriving value from network use data by allowing our customers to analyze and extract actionable insights in a timely and cost-effective manner," said Gary Drutin, Chief Customer Officer at Allot Communications. "By delivering simple and quick access to pre-processed analytical network data, these tier 1 operators, and any service provider around the globe, can obtain answers to critical business questions and turn insights gained from diverse network datasets into new revenue opportunities."

About Allot Communications

Allot Communications Ltd. (NASDAQ, TASE: ALLT) is a leading provider of security and monetization solutions that enable service providers to protect and personalize the digital experience. Allot's flexible and highly scalable service delivery framework leverages the intelligence in data networks enabling service providers to get closer to their customers; to safeguard network assets and users; and to accelerate time-to-revenue for value-added services. We employ innovative technology, proven know-how and a collaborative approach to provide the right solution for every network environment. Allot solutions are currently deployed at 5 of the top 10 global mobile operators and in thousands of CSP and enterprise networks worldwide. For more information, please visit www.allot.com.

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