Allot Teams With Lifeboat Distribution to Safeguard North American Enterprise and ISP Markets With Secure Service Gateway

Fast-growing distributor to sell Allot's multiservice platform for improved customer service with enhanced visibility, policy control, and DDoS mitigation

HOD HASHARON, Israel, July 17, 2018 /PRNewswire/ -- Allot Communications Ltd. (NASDAQ, TASE: ALLT), a leading global provider of innovative network intelligence and security solutions for service providers and enterprises worldwide, has struck an agreement with Lifeboat Distribution to supply the Allot Secure Service Gateway (SSG) unified solution to its North American Enterprise and ISP customers. The Allot SSG solution includes real-time network intelligence, application control, DDoS protection, and web security solutions across the entire network, providing end-to-end visibility of all network traffic and enhancing Quality of Service (QoS) and user Quality of Experience (QoE).

Lifeboat Distribution, an international value-added distributor with more than $417 million in sales in 2017, helps vendors recruit and build multinational solution provider networks, power their networks, and drive incremental sales revenues that complement existing sales channels. The company specializes in network and security as part of six core solution areas and have more than 250 vendors in their portfolio. The Allot SSG solution is availble to Lifeboat partners and customers today.

"We're bringing Allot's visibility, control, and secure solutions to the North American market to help combat the rise and size of cybersecurity threats, including DDoS attacks," said Brian Gilbertson, Vice President and General Manager at Lifeboat Distribution. "North America is notoriously known for attracting cybercriminals and to this day remains a large target. Allot has demonstrated itself to be a world leader in this domain, and its SSG solution has huge potential in this market to better protect our Enterprise and ISP customers and partners, while giving them the opportunity to generate incremental revenue."

Features of the Allot SSG include:

- **Complete visibility and control**, using real-time application-based traffic monitoring and analytics to deliver granular application level visibility;

- **Advanced web security**, detecting malware, phishing and other web threats before they impact application performance and user productivity; and
- **Strong DDoS protection**, combining application-based traffic management with behavioral based DDoS mitigation engine to provide rapid anomaly detection.

"Our relationship with Lifeboat is very timely - cybercrime is now one of the largest financial criminal activities worldwide," said Aviel Sivan, Vice President Channel Development & Sales Operations at Allot. "With more reliance on connectivity, cybercrime will only get worse. Our granular DPI technology ensures robust protection against a rapidly evolving DDoS threat landscape and offers a new level of network bandwidth intelligence, giving resellers an opportunity to improve security posture and overall customer satisfaction."

ABOUT ALLOT

Allot Communications Ltd. (NASDAQ, TASE: ALLT) is a provider of leading innovative network intelligence and security solutions for service providers worldwide, enhancing value to their customers. Our solutions are deployed globally for network and application analytics, traffic control and shaping, network-based security services, and more. Allot's multi-service platforms are deployed by over 500 mobile, fixed and cloud service providers and over 1000 enterprises. Our industry leading network-based security as a service solution has achieved over 50% penetration with some service providers and is already used by over 20 million subscribers in Europe. Allot. See. Control. Secure. For more information, visit www.allot.com.

- Stay up to date with the latest trends in enterprise and ISP security by checking out our blog: http://blog.allot.com/
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ABOUT LIFEBOAT DISTRIBUTION

Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG), is an international value-added distributor for virtualization/cloud computing, security, application and network infrastructure, business continuity/disaster recovery, database infrastructure and management, application lifecycle management, science/engineering, and other technically sophisticated products. The company helps vendors recruit and build multinational solution provider networks, power their networks, and drive incremental sales revenues that complement existing sales channels. Lifeboat Distribution services thousands of solution providers, VARs, systems integrators, corporate resellers, and consultants worldwide, helping them power a rich opportunity stream, and build profitable product and service businesses. For additional information visit http://www.lifeboatdistribution.com, or call 1.800.847.7078 (US), +1.732.389.0037 (International), +1.888.523.7777 (Canada), or +31.20.210.8005 (Europe). Follow Lifeboat Distribution on LinkedIn, Facebook and Twitter @LifeboatVAD.

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https://www.linkedin.com/company/lifeboat-distribution/

For Media & PR inquiries contact:

Lifeboat Distribution
Media Relations
media@lifeboatdistribution.com

Allot
Vered Zur | VP of Marketing

vzur@allot.com

Red Lorry Yellow Lorry for Allot
US – Justin Ordman
+1-857-217-2886

UK – Emma Davies
+44(0)20-7403-8878
allot@rlyl.com