

## **Allot Traffic Management Solution Selected by Broadband Provider in Japan**

*Allot expands their presence in Japan, replacing communication provider's existing system with Allot SmartTraffic QoE solution.*

**HOD HASHARON, Israel, February 16, 2021** -- [Allot Ltd.](#) (NASDAQ: ALLT) (TASE: ALLT), a leading global provider of innovative network intelligence and security-as-a-service (SECaaS) solutions for communication service providers (CSPs) and enterprises, today announced that their SmartTraffic QoE solution has been selected by a broadband provider in Japan. The solution, which provides comprehensive network traffic analytics plus flexible, granular and precise real-time traffic management, will be implemented to ensure fair use of network bandwidth for all of the provider's broadband customers. With this deal, Allot replaces an existing solution from a competing vendor, further expanding its presence in Japan.

The SmartTraffic QoE solution from Allot utilizes Allot's Dynamic Actionable Recognition Technology to identify different types of encrypted traffic. It prioritizes critical applications over those that hog bandwidth based on Key Quality Indicators (KQIs). Using those KQIs, network traffic is dynamically shaped to ensure that heavy users do not negatively impact the Quality of Experience (QoE) of regular customers.

The Japanese broadband provider required a modular and flexible high bandwidth solution. The [SmartTraffic QoE](#) solution from Allot will be implemented with the capacity to manage up to 1Tbps of traffic which makes it possible to deal with the heavy traffic load and provide accurate QoS enforcement for the communications provider's consumer and business customers.

"We, at Allot, share a pride in customer satisfaction with our new communications provider customer, and our SmartTraffic QoE solution will help them maintain their strong reputation among their customers," said Oren Coral, Vice President Sales, APAC at Allot. "This is another win that shows we have the tools and the team on the ground to provide the quick response and service that are critical for success in the Japanese market."

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### **Additional Resources:**

Allot Blog: <https://www.allot.com/blog>

Allot On-air Podcast: <https://www.allot.com/resources/podcasts>

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### **About Allot**

Allot Ltd. (NASDAQ: ALLT, TASE: ALLT) is a provider of leading innovative network intelligence and security solutions for service providers and enterprises 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 globally.

Allot. See. Control. Secure.

### **Forward-Looking Statement**

This release contains 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: acceptance of our products by our reseller and customer in EMEA, 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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