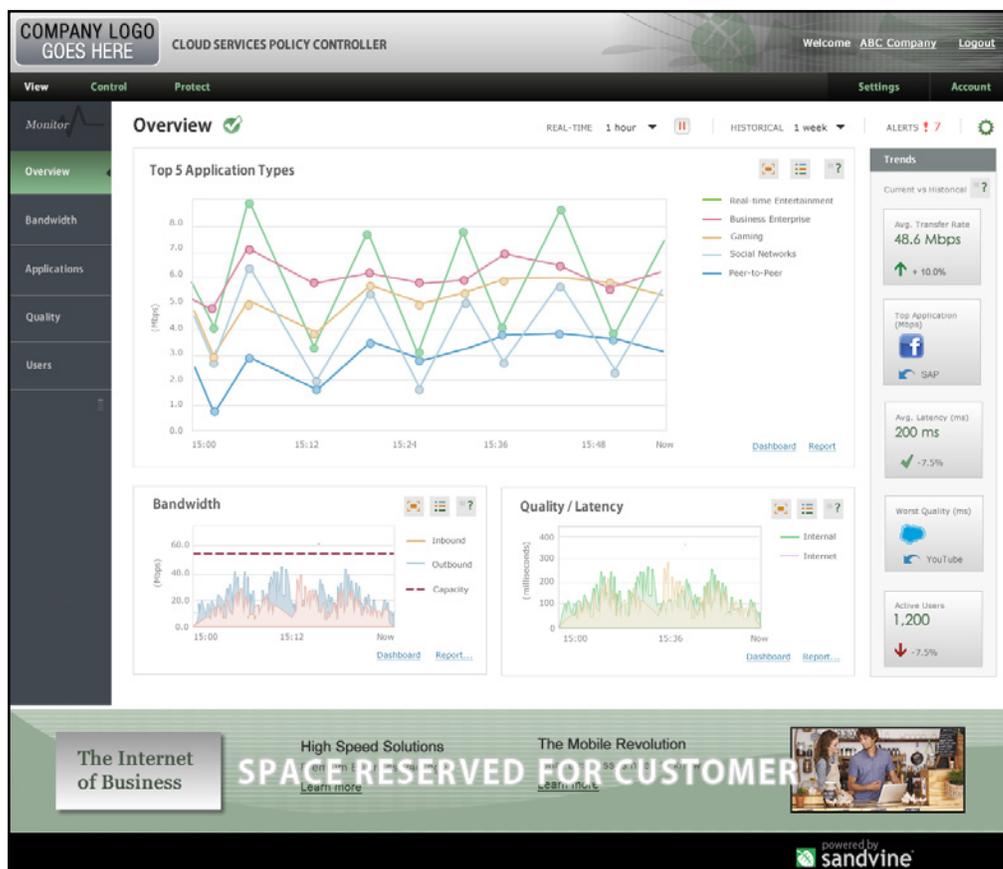


Success Story: Delivering Insight-as-a-Service to Business Customers

Leading Competitive Local Exchange Carrier (CLEC) in Canada uses Sandvine to deliver network services to their business customers

In today's increasingly connected world, IT departments are experiencing change like never before. Businesses are beginning to unlock the benefits introduced by new technologies, SaaS applications, private and public clouds, security, and network policy control. For CLECs and service providers, the offering of these new services is becoming critical to growing revenue through new offerings, as well as establishing competitive differentiation in the markets they serve.

As a provider of business-only Internet, data center, and cloud services to more than 4,100 customers across more than 45 markets in Canada, this leading CLEC struggled with creating differentiation, and often competed on price for service contract renewals with other service providers. In partnering with Sandvine, this service provider can now offer powerful network policy control-based services to their business customers such as real-time reporting, network performance monitoring, productivity controls, and security delivered virtually through Sandvine's Cloud Services Policy Controller. Now, this service provider's finance-based discussions with customers are more focused on the OPEX savings and productivity gains that result from implementing cloud-based network services.



Key Benefits

For the Service Provider:

- Service differentiation and increases to loyalty and retention
- Maximize business application QoE
- Increased network efficiency

For the Business IT Department:

- Reduce OPEX
- Increase business productivity
- Regain control of network resources, quality, and usage

About Sandvine's Cloud Services Policy Controller

Supporting industry and open standards, the Cloud Services Policy Controller enables service providers to stand out in the market, increase loyalty, and grow revenue by powering differentiated policy control-based services.

Achieve Service Differentiation

Sandvine's Cloud Services Policy Controller lets you efficiently address many business verticals with out-of-the-box use cases across three main service propositions:



Gives business customers access to real-time network insight and operational reporting which can be offered as a freemium addition to your regular connectivity services.



Moves beyond connectivity by providing business customers with control over their traffic (including application prioritization), productivity controls, and SLA assurance; these are ideally suited for a cost-based pricing approach.



Deliver advanced network protection features to address more complex requirements.

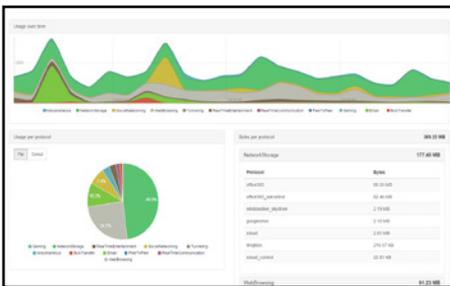
Leverage a Virtualized Platform

Sandvine's Cloud Services Policy Controller delivers on-demand, elastic provisioning for maximally efficient use of your cloud and data center resources.

Benefit from Simple Configuration

Promotes simple configuration by providing integration APIs for the service provider combined with a self-serve web management interface for the end user. The platform also integrates to provisioning systems, customer-premises equipment (CPE), and other Ethernet access devices (EADs)

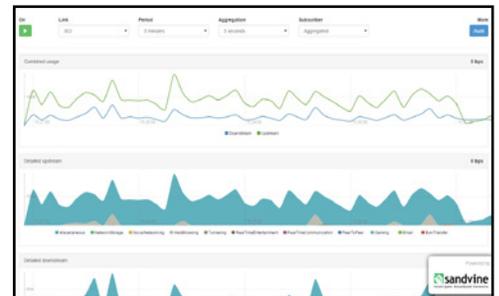
What do your business customers see?



Historical Application-Based Reporting



Toggle-based management of dynamic network policy control



Real-time QoE and Application Usage