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## **Allot Launches SmartEngage Enabling Mobile Operators to Increase Subscriber Service Uptake**

**Real-time awareness and analytics enable mobile operators to effectively on-board 50 million subscribers and gain 60% more opt-in engagement**

HOD HASHARON, Israel, February 19, 2015 /PRNewswire/ --

[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 experience, announced today the launch of Allot [SmartEngage](#), a solution designed to help mobile service providers to enhance and better monetize their engagement with their subscribers. The Allot SmartEngage offering is available immediately. To hear more about the solution, come and meet Allot Communications @ Mobile World Congress, on March 2-5 in Barcelona, Spain, stand, 5G41, Hall 5.

"Mobile operators only have one chance to make a first impression and the Allot SmartEngage offering helps them to make sure that it is a positive one," said Jay Klein, VP & CTO at Allot Communications. "In addition to the subscriber onboarding process, our solution can engage customers at critical points in time of their digital experience which could lead to an over 60% increase in new service registrations, while enhancing service provider brand recognition."

The first moment a subscriber gets a new smartphone or tablet up and running and browses the Internet is a critical moment for service providers to offer new services and secure registrations. The ability to engage users and secure service opt-ins during this stage of the user lifecycle can result in a significant revenue opportunity for mobile operators looking to deliver and monetize value-added services such as personal security, music streaming, cloud services, content bundles and others.

Allot SmartEngage elevates customer experience management by using advanced traffic awareness capabilities delivered via the Allot Service Gateway to detect specific browsing activity and present the subscriber with offerings that are relevant to their profile, device model, operating system, and browser. The solution conducts granular, accurate, and scalable traffic analysis to identify and redirect only the relevant customer traffic stream, while leaving all other applications uninterrupted. Allot SmartEngage enables operators to leverage online engagement with zero impact to customer experience at any time.

### **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 <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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