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Allot Communications Teams with Oracle to Enable CSPs to Fully Leverage and Monetize Network Data

Allot to integrate Network Data insights into Oracle Communications Analytics

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[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, today announced it has been working with Oracle to serve as a network data source for Oracle's new Oracle Communications Analytics suite of products. By combining Allot's Smart Data Source, and Oracle's industry-leading big data methodologies and analytics tools, communication service providers (CSPs) will be able to leverage and monetize their data by correlating network, service and customer information.

[Allot Smart Data Source](#), delivered with Oracle's Communication Analytics, enables CSPs to answer their network inquiries in a simple and cost-effective manner without the need to export heaps of data records for analysis. This is achieved by employing a holistic, consolidated and actionable approach which leads to fast time to value for big data projects. Oracle and Allot can provide CSPs with the powerful ability to capture granular network data and gain greater application visibility into web activity, including location, device details and more for use cases including, but not limited to:

- 1 **Network Assurance:** Enabling CSPs to track network usage and network quality of service statistics such as efficiency rate, average transaction response times, video stalls, browsing errors and more in order to optimize service assurance over time;
- 1 **Customer Experience:** Empowering CSPs to gain visibility into the digital experience of their subscribers including browsing experience, video experience, top subscriber applications/services and subscriber web usage trends to reduce churn;
- 1 **Monetization:** Allowing CSPs to better understand network experience data in order to generate targeted offers based on individual needs and usage.

"Oracle and Allot deliver a compelling solution to operators looking to increase revenue, improve service and reduce churn through improved customization and personalization," said Yossi Abraham, Vice President of Business Development at Allot Communications. "By integrating Allot's visibility and intelligence with Oracle's Communications Analytics strategy, CSPs will be able to keep a finger on the pulse of their network data, and monetize their network, data and assets."

For more information please visit Allot at Mobile World Congress, February 22-25, 2016 in Barcelona, Spain, Hall 5 Stand 5G41.

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 <http://www.allot.com>.

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Safe Harbor 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 set forth in 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; the timing of completion of key project milestones which impact the timing of our revenue recognition; 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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