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## **Allot Smart Data Source Selected by Four Tier 1 Mobile Operators**

### **The Allot solution provides network intelligence, enabling the operators to drive customer satisfaction and generate revenue**

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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, announced today that it has received orders from four existing tier 1 mobile operator customers for [Allot Smart Data Source](#), a real-time network Intelligence source that captures a rich variety of contextual statistics and facilitates actionable analytical insights to drive customer satisfaction and revenue generation.

In order to remain competitive, service providers are evolving to become more data and analytics driven. High volume usage, diverse number of applications and encryption are making it more difficult than ever for operators to quickly access relevant actionable data from their networks. To tackle these challenges, the tier 1 mobile operators sought an analytics solution that would allow them to quickly plan their customer acquisition and growth strategies without having to roll out a long project with complex integrations.

Deployed in conjunction with other Allot solutions, including [Allot SmartEngage Onboarding](#), a customer engagement solution, and [WebSafe Personal](#), a Security-as-a-Service (SECaaS) offering, the Allot Smart Data Source provides the analytics to better identify and engage consumers most likely to benefit from value-added services such as security service. The Allot Smart Data Source solution was deployed to capture a rich variety of contextual application, user, endpoint and video usage statistics from networks. These usage statistics are then exported to BI applications and other operator systems where they are analyzed and used to personalize service offerings for millions of mobile users, matched to the individual needs, preferences and lifecycle journey.

"Allot Smart Data Source removes the time and complexity barriers of deriving value from network use data by allowing our customers to analyze and extract actionable insights in a timely and cost-effective manner," said Gary Drutin, Chief Customer Officer at Allot Communications. "By delivering simple and quick access to pre-processed analytical network data, these tier 1 operators, and any service provider around the globe, can obtain answers to critical business questions and turn insights gained from diverse network datasets into new revenue opportunities."

#### **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 five 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>.

#### **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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