



## PRESS RELEASE

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### **Operax strengthens global team with key new appointments**

**Operax, the leading vendor of Network Service Quality control solutions, today announces key appointments to its global team. These new appointments are a further step in growing the commercial leadership of Operax for its QoS control and bandwidth management solutions.**

#### **Michael Archer appointed Chief Technologist Americas**

Michael brings 15 years of experience from various sectors of the telecommunications business and will be responsible for the growing global opportunity for the inclusion of Operax's products and technologies in major equipment vendors' solutions. Prior to joining Operax he held technical positions at Ericsson in Broadband Access, Transport Networks, wireless networks including mobile packet data and IP service control.

#### **Roberto Kauffmann-Dev appointed Solutions Alliances Director**

Roberto will drive the Operax partner program to build a network of best-of-breed partners to deliver effective QoS Control solutions in IMS, pre-IMS and non-IMS telecom environments. Prior to Operax, Roberto worked as a consultant for home and mobile entertainment and the technology impact and opportunities for content owners, broadcasters, etc. He has also extensive experience in building strategic partnerships from earlier roles at Sony and held senior roles at Oracle and CompuServe.

#### **Guy Reiffer appointed Product Marketing Director**

Guy has 18 years experience working with leading-edge technologies and applications in the telecoms arena. Guy will be responsible for ensuring Operax's solutions maintain their innovative lead in support of customers' complex needs and requirements for Next Generation Networks. Guy's professional experience includes senior roles with Newport Networks, Nortel and BT.

#### **Jeff Sanderson appointed Sales Engineering Director**

Jeff will be responsible for coordinating all technical sales activities within the EMEA and Asia Pacific regions. Jeff has eighteen years experience within the data communications industry with a focus on data networking in the Service Provider arena. Before joining Operax he was with Tazz Networks as Global Sales Engineering and before that, similar roles at CoSine Communication and Ascend Communications.

Operax CEO Richard Lowe stated, "With these four key appointments Operax is strengthening its sales, marketing and partnering capabilities. This demonstrates our commitment to relationships with customers and partners to help develop high-value, quality assured and efficient solutions in their markets".

Throughout the world telecommunications operators are seeking to maximize their Returns on Investment in Next-Generation Networks. In converged broadband networks, providing guaranteed Quality of Service is a key capability and essential for the successful commercial deployment and operation of new solutions, such as IPTV, VOIP and IMS-based services. For carriers seeking these capabilities today, Operax provides flexible Bandwidth Management solutions for real-time, end-to-end QoS Control.

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### **About Operax**

Operax is an Independent software vendor offering innovative products and solutions for dynamic Bandwidth Management and guaranteed Quality of Service (QoS) in IP-based networks.

Operax has made extensive contributions, and continues to participate, in the forums for next-generation network standards. The company has been granted many patents for its technology and has many applications pending. Operax customers are network operators and service providers, along with defense organizations and leading telecommunications system vendors.

Founded in 2000, Operax is a privately held company with headquarters in Stockholm and offices in Washington DC, London, Rome, and Luleå - Sweden. The company is owned by Nordic Venture Partners, Innovacom, Nomura and Emamo, along with its founders. For more information, visit [www.operax.com](http://www.operax.com).