



## PRESS RELEASE

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# Operax announces North American partnership with ReachView Technologies

**Operax, the leading vendor of dynamic Resource and Admission Control solutions for IP service quality, announced today that it has launched a North American reseller partnership with ReachView Technologies.**

ReachView Technologies, a leading provider of infrastructure and Service Assurance consulting and deployment solutions to the North American telecommunications market, will now offer Operax's award winning Resource Controller products to these Service Providers throughout North America looking to protect and enhance service quality and revenues for advanced and innovative services such as IPTV, Video on Demand and VoIP.

Telecommunications operators are seeking to maximize their Returns on Investment in Next-Generation Networks and providing guaranteed Quality of Service in a cost effective manner is a key for service performance and differentiation. With new North American headquarters in Boston MA and recent senior additions to the Operax team based in the market recently announced, Operax continues to grow the quality and size of its reseller partner program.

"Operax products are particularly attractive to our reseller partners," said Patrick Kelly, GM Americas, Operax. "Standards-based functionality and interfaces ensure cost-effective and rapid deployment, thus satisfying carriers while ensuring end-users are guaranteed service quality for their chosen IP applications. Operax continues to expand its global reach by signing the most trusted and qualified partners, and companies like ReachView Technologies are highly valued for the market experience they offer."

ReachView Technologies experienced sales, support and implementation personnel have planned and implemented network management and Service Assurance solutions for more than half of the top 100 communications service providers in the United States, including the RBOC, ILEC, CLEC, VoIP, long distance, mobile and wireless, cable, and internet service provider markets.

"Offering guaranteed quality of service and a way to cut the unnecessary costs of over-provisioning is something our customers are demanding," said Josh Shipman, Vice President of Business Development at ReachView Technologies. "With the larger Telco and Cable companies dominating market share in the US, Service Providers are continually looking for new sources of revenue and any competitive advantage for their video and other services. The Operax dynamic Resource and Admission Control solution complements our overall Service Assurance portfolio as a way to effectively manage bandwidth and network resources in real-time using existing Network Management System tools."

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### About Operax

Operax is an independent software vendor offering innovative solutions for dynamic Resource and Admission Control in IP-based telecommunications. Operax products provide efficiently guaranteed Quality of Service for operators of multi-vendor, multi-service commercial, civil and military networks.

To maximize Returns on Investment in broadband fixed and wireless pre-IMS and IMS networks, providing guaranteed Quality of Service, while minimizing capital and operational costs, is a key capability. It is essential for the successful commercial deployment and operation of new services, such as IPTV, VoIP and Fixed Mobile Convergence.



Operax continues to make extensive contributions in standardization forums. With 22 patents granted or pending, Operax product technologies assure revenue bearing services, ensure emergency calls, and support essential users and services for vital communications networks.

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

**About ReachView Technologies**

ReachView Technologies plans and implements infrastructure and Service Assurance solutions for some of the leading names in telecommunications, financial services, health care, utilities, entertainment and retail. ReachView Technologies professional services, software products and solutions are used by more than half of the 100 largest telecommunications service providers in North America and by some of the world's largest transaction processing providers. For more information, visit [www.reachview.com](http://www.reachview.com)