



ASSIA[®]

DSL Solutions for Service Providers



**Delivering the Future of Broadband
Through DSL Management**



DSL Growth Around the World

Founded in 2003 by the father of DSL, Stanford Professor Emeritus John Cioffi, ASSIA builds world-class management systems that help DSL service providers achieve the performance and reliability required for innovative next-generation services.

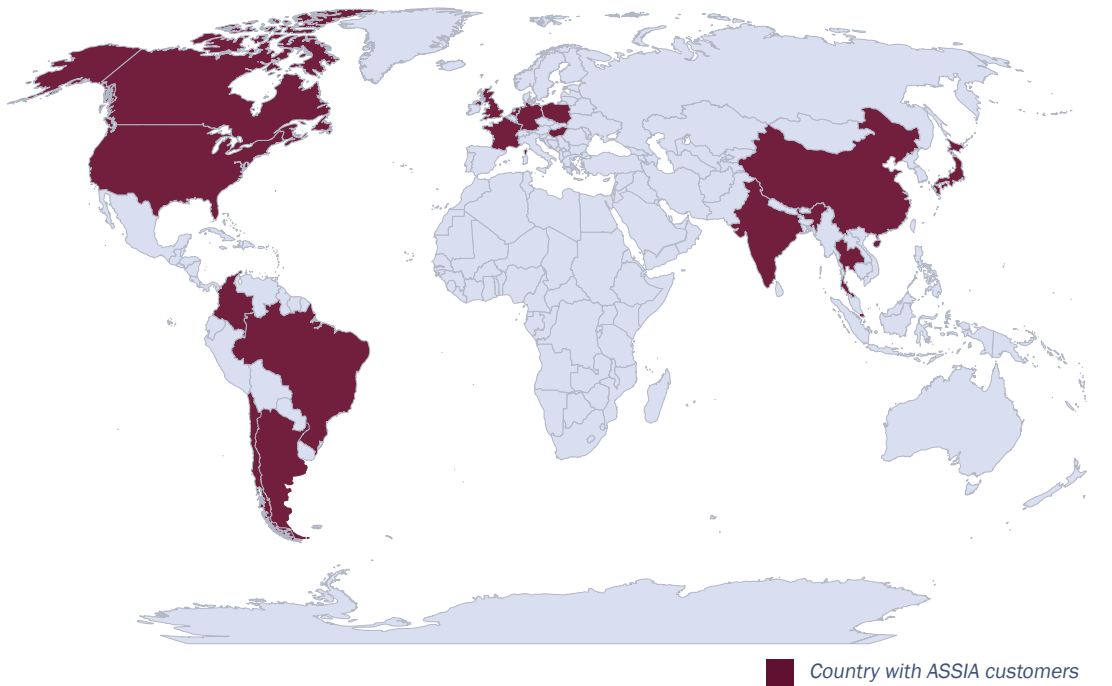
ASSIA pioneered the field of Dynamic Spectrum Management (DSM), a standards-based software approach to optimizing DSL performance, and the company continues to extend the technology toward 100+Mbps broadband services over existing phone lines.

More than one billion copper phone lines are in service worldwide today. As the importance of the Internet in the

home, commerce, government, and education continues to grow, these copper phone lines provide two-thirds of global consumer broadband with about 360 million DSL consumer connections.

In addition, the increasing demand for connected mobile devices, such as smartphones and tablets, means that DSL likely will serve a central role in successful cellular and Wi-Fi infrastructure solutions by providing backhaul.

Trust ASSIA to be your platform-agnostic partner to help build a world-class DSL network that delivers the performance and profitability you seek, both now and in the future.



Improved DSL Performance

Service providers today often are challenged to find incremental revenue opportunities with their DSL networks. ASSIA helps these providers leverage existing copper investments by developing innovative diagnostic and management tools to improve DSL performance.

The result is a faster and more stable service offering, which in turn helps service providers:

- reduce customer churn
- increase the number of eligible subscribers
- provide faster data access
- offer the very latest, high-value services
- strengthen bundled offerings with a reliable, high-performance and affordable alternative to fiber-to-the-home (FTTH) and cable.

ASSIA serves a broad set of telecommunication service provider customers in Europe, Asia, and North and South America, representing the full range of service providers and markets — from incumbents to competitive carriers. Customers include all major DSL service providers in the United States, which represent about 90 percent of the United States market, and ASSIA now serves approximately 50 million lines worldwide.



Leadership with Advanced Technology

ASSIA experts are world leaders in developing successful access technologies, and have contributed extensively to the evolution of DSL in both industry and academia. Our flagship product, ASSIA DSL Expresse®, dramatically increases the speed and reach of DSL networks through groundbreaking DSM software.

Based on industry standards, ASSIA's software is DSLAM-vendor neutral and works well with all major DSLAM brands, easily integrating with existing networks and supporting multi-vendor DSLAM equipment environments.

DSL profiles are complex and include many interacting parameters, such as power levels and margins, bit rates, interleaving, and forward error correction schemes. ASSIA software solutions

automatically apply the optimal profile to each DSL in the network to achieve the performance and stability that the service provider chooses, and can reprofile up to a million lines per hour to allow maximum DSL speeds and stability.

If a line has a physical defect, ASSIA offers detailed line-level and network-level diagnostics for both the copper plant and DSL service. Technicians can see entire neighborhoods and respond quickly to calls without extensive field diagnosis, thereby improving customer satisfaction with a quick response time and lower maintenance costs.

More and more service providers worldwide recognize that ASSIA is their best economic path to meet growing customer demand for new broadband services.



Roll out a High-Quality Experience, Quickly

As new trends and increased demand continue to drive DSL broadband use ever higher, ASSIA solutions deliver dramatic performance improvements. Service providers quickly and easily can respond to consumer needs, while leveraging existing DSL investments.

ASSIA carefully measures customer results both during trials and in subsequent deployments. Specific benefits achieved so far include:

- up to 60 percent reduction in calls, dispatches, and churn
- up to 40 percent increase in service speed and reach
- up to 40 percent cost savings in network support
- up to \$500,000 savings per year in a 1 million line network with the ASSIA Power Management module

Today's consumers expect fast and reliable service as bandwidth-intensive, high-quality applications like IPTV challenge existing networks. In response, service providers around the world are capitalizing on the high-performance and attractive economics of advanced DSL management platforms from ASSIA.

For more information visit www.assia-inc.com or contact your local sales office.



The ASSIA Advantage:

DSLAM vendor independence

- No vested interest in promoting hardware
- Consistent performance across multiple vendors' equipment

Scalability

- Demonstrated in networks of 15M+ lines
- Bandwidth management to avoid DSLAM and network overload

Field-proven

- ADSL 1, 2, 2+ and VDSL deployments in Europe, Asia, and North and South America
- Automatic re-profiling
- Automatic approach is essential to delivering benefits

High-speed re-profiling

- Up to a million lines per hour
- No other commercial product has demonstrated daily re-profiling of even 1,000 lines

Root cause diagnostics

- Diagnostics that analyze measurements to provide actionable root cause analysis
- Accuracy/value validated in multiple customer networks (more than 90 percent accuracy in many cases)

Neighborhood analysis

- Localization of faults for efficient dispatch, not a feature in any other commercial product
- Performance analysis at line, neighborhood, and network levels

Software-only solution

- No need for additional network hardware or DSLAM features

IT simplicity

- Small quantity of low-cost hardware
- Low-cost, incremental approach to integration
- Less than 5 months for basic configuration

Dedicated world-class team

- Customers benefit from ASSIA's expertise, focus, and deployment experience

Essential intellectual property

- Ownership or exclusive license of necessary IP
- Possible exposure for those using solutions from other sources





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