
IPANEMA TECHNOLOGIES ACCELERATES ITS OPERATIONS IN U.S.

To manage its expansion in U.S, Ipanema Technologies appoints seasoned, senior executives Peter Cary to Lead North America Operations and David White as Vice President of Global Business Development

WALTHAM, MA — August 31, 2010 – [Ipanema Technologies](#), the industry leader in [WAN Governance](#) solutions for Enterprises and [application-centric network services](#) for Service Providers, today announced the appointments of [Peter Cary](#) as Vice President and General Manager for North America and [David White](#) as Vice President, Global Business Development.

The expansion of Ipanema's U.S. based executive team marks significant progress as Ipanema increases its global presence and develops new revenue channels with U.S. networking companies and Service Providers. In his role, Cary will lead the company's North America business unit including sales, technical support and operations. White is responsible for the development of strategic partnerships and OEM relationships with U.S. networking companies and Service Providers. Collectively, the pair brings Ipanema over 40 years of experience and achievement in building and managing high-performance sales, technology and professional services teams.

"Real market leadership is measured by proven value delivered to customers and an agile business strategy and execution," said [Reza Mahdavi](#), President, Ipanema Technologies. "Ipanema is taking advantage of the current market volatility by further investing in the U.S. market. Peter and Dave have the deep expertise in results-driven sales management and the strong knowledge of WAN Optimization, enterprise and Service Provider markets necessary to expand Ipanema's success from recognized European leadership to the global arena, and the U.S. in particular.

Today's ever-changing technology landscape, from the rapidly increasing adoption of cloud computing to the mounting complexity within IT operations is driving the need for more intelligent solutions to dynamically align the global networks with IT transformations and business priorities. [WAN Governance](#), a strategic and business-driven approach to network management within IT Governance, will become even more critical for executives to achieve business goals."

The Ipanema WAN Governance System enables large enterprises to have full control and optimization of their global networks; private cloud, public cloud or both. It unifies performance across disparate networks. It dynamically adapts to whatever is happening in the networks and guarantees constant control of critical applications. It is the only system with a central management and reporting platform that scales to the levels required by large enterprises and Telcos.

[Leading the Telco market](#) for application-centric network services, Ipanema has been proven in global networks of [large enterprises](#).

Over the past 20 years, Cary has managed sales, system engineering and professional services teams for world-leading technology companies, ranging in size from multi-billion dollar corporations to start-up firms. He spent

eight years in sales executive roles at Cisco Systems, the worldwide leader in networking. While at Cisco, Cary was responsible for a team of more than 100 employees and \$250M in annual business revenue. Cary joins Ipanema from global enterprise communications leader Avaya, where he was the Director of SI & SP Sales. He also held executive positions at NCR, ThingMagic, Inc., Certeon, Inc. and Symbol Technologies, Inc.

With over 20 years of networking experience selling to Enterprise and Service Provider customers, White joins Ipanema from WAN Optimization provider Expand Networks, where he was responsible for the company's OEM relationship with 3COM/H3C, as well as its acquisition of NetPriva, an Australian SoftWOC startup. Prior to his tenure at Expand, White was the VP of Worldwide Sales at Procket Networks, where he was part of the team responsible for Procket's acquisition by Cisco Systems. He has also held sales executive positions at several successful Silicon Valley startup companies, including Tasman Networks, CopperCom and Sentient Networks.

About Ipanema Technologies (www.ipanematech.com)

The Ipanema System enables any large enterprise to have full control and optimization of their global networks; private cloud, public cloud or both. It unifies performance across disparate networks. It dynamically adapts to whatever is happening in the networks and guarantees constant control of critical applications. It is the only system with a central management and reporting platform that scales to the levels required by Telcos and large enterprises. With solutions used extensively by many of the world's largest telecom providers and enterprises across business and public sectors, Ipanema controls and optimizes close to 100,000 sites among 1,000 customers.

If you want to know more, visit our website: www.ipanematech.com

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