
Ipanema Technologies accelerates its operations in APAC

To manage its expansion in APAC, Ipanema Technologies chose Danny Smolders who brings more than 12 years of experience working for major European telecommunications operators

Paris, France — June 10, 2010 — [Ipanema Technologies](#), the industry leader in integrated solutions for enterprise WAN management, continues its focus on Asia and the Pacific Region to support the growing demand for network optimization solutions.



To manage this expansion, Ipanema Technologies has appointed Danny Smolders, a 35-year old Belgian national, has been appointed as Sales Director for the Asia-Pacific Region. Danny Smolders brings a wealth of experience working for major European telecommunications operators over the past 12 years in different roles spanning Europe, Canada, Brazil and China. With his arrival to the region, he will be instrumental in expanding the company's exposure in this high-growth part of the world.

“The market in Asia-Pacific is rapidly adopting new trends such as Hybrid Network Unification not just for economical purposes but also because business continuity is an increasingly important topic on many CxO's agenda. Ipanema's go-to-market model in Europe has proven to have been very successful and replicating this model by means of our global partners and new partnerships in the region will be the primary focus in the months to come”, says Smolders.

Michel Agopian, Senior VP Worldwide Sales of Ipanema Technologies, said: “The APAC market is an exciting and increasingly important one for Ipanema. Our new subsidiary in Singapore expands and reinforces Ipanema leadership over the World. We are ramping up to meet strong demand for our offerings. Danny's appointment is central to our worldwide growth. He brings the right mix of leadership skills, high-tech experience and knowledge of the telecommunications market.”

Ipanema is well established in the worldwide market and is now the preferred solution for managing large-scale complex enterprise networks. Many large international accounts that joined the Ipanema customer community prove this on a daily basis, for example: Valeo, Sodexo, Rhodia, NH Hotels, SGS, Nespresso, Fiat, Clariant, TNT, L'Oréal, Cap Gemini, Henkel, Europcar, Areva, Nexans, Winterthur, Calyon, Schenker, Imperial Tobacco, Siemens, etc.

Major telcos (BT, Orange Business Services, Reliance Globalcom, TATA Communications, Cable & Wireless, KPN International, T-Systems, Telecom Italia) as well system integrators (T-Systems, Telindus, SITA, Bull, Nextiraone, Spie, etc) have developed application centric managed services on the Ipanema technology and are selling them across the world.

About Ipanema Technologies (www.ipanematech.com)

Ipanema develops next-generation solutions for enabling large enterprises to have full control over their global network. Ipanema's unique patented technology guarantees business application performance and continuity in a cloud computing world no matter where or when. 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.

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