



Press Coverage  
August 2014

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## Coverage

Publication	Headline and Weblink	Date
Capacity Magazine	SDN: cost saver or revenue generator? <a href="http://www.capacitymagazine.com/Article/3368927/Search/SDN-BUSINESS-BRIEFING-2014-Cost-saver-or-revenue.html?Keywords=SDN">http://www.capacitymagazine.com/Article/3368927/Search/SDN-BUSINESS-BRIEFING-2014-Cost-saver-or-revenue.html?Keywords=SDN</a>	August 2014
Telecompaper	Teoco announces new leadership team for MENA <a href="http://www.telecompaper.com/news/teoco-announces-new-leadership-team-for-mena--1031705">http://www.telecompaper.com/news/teoco-announces-new-leadership-team-for-mena--1031705</a>	18 <sup>th</sup> August 2014
Total Telecoms	TEOCO appoints new leadership team for MENA <a href="http://www.totaltele.com/view.aspx?ID=487240">http://www.totaltele.com/view.aspx?ID=487240</a>	18 <sup>th</sup> August 2014
Bloomberg Businessweek	TEOCO appoints new leadership team for MENA; Rob Roy and Andrew Miceli to build on TEOCO's international success <a href="http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201408180724M2_EUPR_384d00000e532c35_3600-1">http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201408180724M2_EUPR_384d00000e532c35_3600-1</a>	18th August 2014
Virtual-Strategy Magazine	TEOCO appoints new leadership team for MENA <a href="http://www.virtual-strategy.com/2014/08/18/teoco-appoints-new-leadership-team-mena#axzz3DYotnfH">http://www.virtual-strategy.com/2014/08/18/teoco-appoints-new-leadership-team-mena#axzz3DYotnfH</a>	18th August 2014
SYS-CON Media	TEOCO appoints new leadership team for MENA <a href="http://www.sys-con.com/node/3150735">http://www.sys-con.com/node/3150735</a>	18th August 2014
AME info	TEOCO appoints new leadership team for MENA <a href="http://ameinfo.com/blog/appointments/teoco-appoints-new-leadership-team-mena/">http://ameinfo.com/blog/appointments/teoco-appoints-new-leadership-team-mena/</a>	18th August 2014

TMCnet Financial Tech Spotlight	TEOCO appoints new leadership team for MENA; Rob Roy and Andrew Miceli to build on TEOCO's international success <a href="http://financial.tmcnet.com/mergers-acquisitions/news/2014/08/18/7975255.htm">http://financial.tmcnet.com/mergers-acquisitions/news/2014/08/18/7975255.htm</a>	18th August 2014
Industry Today	TEOCO appoints new leadership team for MENA <a href="http://www.industrytoday.co.uk/telecoms/teoco-appoints-new-leadership-team-for-mena/31138">http://www.industrytoday.co.uk/telecoms/teoco-appoints-new-leadership-team-for-mena/31138</a>	18th August 2014
Virtual- strategy Magazine	TEOCO ranked among the USA's fastest-growing private companies for 2014 <a href="http://www.virtual-strategy.com/2014/08/21/teoco-ranked-among-usas-fastest-growing-private-companies-2014#axzz3C3UZ8YTd">http://www.virtual-strategy.com/2014/08/21/teoco-ranked-among-usas-fastest-growing-private-companies-2014#axzz3C3UZ8YTd</a>	21 <sup>st</sup> August 2014
SYS-CON Media	TEOCO ranked among the USA's fastest-growing private companies for 2014 <a href="http://www.sys-con.com/node/3157287">http://www.sys-con.com/node/3157287</a>	21 <sup>st</sup> August 2014
Bloomberg Businessweek	TEOCO ranked among USA's fastest-growing private companies for 2014; Inc. magazine recognizes TEOCO in annual "Inc. 5000" list of America's top performing businesses for fifth consecutive year <a href="http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201408210537M2_EUPR_5c0d00000b0c2a66_3600-1">http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201408210537M2_EUPR_5c0d00000b0c2a66_3600-1</a>	21 <sup>st</sup> August 2014
The Engineer List	TEOCO RANKED AMONG USA'S FASTEST-GROWING PRIVATE COMPANIES FOR 2014 <a href="http://www.theengineerlist.co.uk/news/news/divteoco-ranked-among-usas-fastest-growing-private-companies-for-2014div">http://www.theengineerlist.co.uk/news/news/divteoco-ranked-among-usas-fastest-growing-private-companies-for-2014div</a>	21 <sup>st</sup> August 2014

**Publication:** Capacity Magazine  
**Date:** August 2014  
**Distribution:** Bi-monthly (magazine)



# SDN: Cost saver or **revenue generator?**

Is SDN principally a cost-saving or revenue-generating opportunity? Many carriers see SDN as a medium-term capex headache, but in the longer run as a source of efficiency. Others visualise it primarily as a way to break into lucrative new service areas. Who is right?





“Concerns over areas like interoperability are diminishing. They’re now asking ‘where in my business does it most make sense?’”

Paolo Campoli, CTO, service providers EMEAR, Cisco

upgrade, most being content to view it as a hybrid deployment. By the same token, many are adopting an SDN-like strategy in part of their network to both enable new services and reduce their capex investment.

Steve Bowker, VP of technology and strategy for TEOCO, a developer of software solutions for telecoms operators, is certain that SDN can be both things at once: “Once implemented, SDN will lead to far more efficient networking and hence significant cost savings,” he says. “It will also enable greater agility and new services.”

The decision on whether to implement SDN now or later depends on how recently an operator has made capex investments in its network, concludes Bowker: “Any operator currently investing and upgrading

But the route to this future is paved with uncertainty, not least owing to the robust internal dialogue currently raging within many carrier organisations. The wider debate about whether SDN is a cost-parer or business generator is being held in microcosm within many boardrooms.

“Most operators are not yet full SDN-ophiles,” believes Ben Parker, principal technologist at consulting firm Guavus. “There’s a CTO [a technology architect with an engineering focus] and CIO [responsible for the alignment of IT and business] separation here that overall is creating corporate uncertainty. It’s a gap that will close over time. You’ll only have to start seeing some real operational efficiencies and that will start to happen.”

**Publication:** Telecompaper  
**Date:** 18<sup>th</sup> August 2014  
**Distribution:** Daily (website)  
**URL:** <http://www.telecompaper.com/news/teoco-announces-new-leadership-team-for-mena--1031705>

The logo for telecompaper, with the word "telecompaper" in a dark blue, sans-serif font, followed by a graphic of five colored dots (red, blue, green, yellow, and orange) arranged in a horizontal row.

## Teoco announces new leadership team for MENA

Monday 18 August 2014 | 15:36 CET | News



Assurance, analytics and optimisation services provider, Teoco has appointed Rob Roy and Andrew Miceli to lead its business in the Middle East and North Africa. Roy assumes the roles of executive vice president and general manager for both Asia Pacific and MENA regions. Miceli takes on the position of vice president of sale for MENA and Central Asia regions.

Prior to this new role, Miceli was vice president of worldwide business development for RAN Solutions and Roy is moving from a business development role. The new roles will be based out of Teoco's offices in the US.

**Publication:** Total Telecom  
**Date:** 18<sup>th</sup> August 2014  
**Distribution:** Daily (website)  
**URL:** <http://www.totaltele.com/view.aspx?ID=487240>



### **TEOCO appoints new leadership team for MENA**

TEOCO  
Monday 18 August 2014

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Rob Roy assumes the roles of Executive VP and General Manager for both Asia Pacific and MENA regions. Andrew Miceli takes on the position of Vice President of Sales for the MENA and Central Asia regions.

Prior to this new role, Miceli was VP of Worldwide Business Development for RAN Solutions, while Roy is moving from a Business Development role. The new roles will be based out of TEOCO's offices in the USA.

The goal of the new team is to build on TEOCO's current market-leading position in the Middle East, North Africa, Central Asian and Asian Pacific regions. TEOCO will look to offer its USA, UK, Austrian, and Indian developed and managed network assurance and planning, RAN analysis and optimisation, and Customer Experience Management tools in these regions, including building on its large installed base of OPTIMA and ASSET and CONNECT product lines. In addition, TEOCO will look to continue to build its managed services practice focused on network planning and optimization. TEOCO is today the largest non-infrastructure vendor managed service provider in the Middle East and North Africa.

"TEOCO has enjoyed considerable success in the Middle East and North Africa over the years, including managing the optimisation of a major operator's network for several years," said Atul Jain, CEO, TEOCO. "Our recent acquisition of AIRCOM International has created a new portfolio of products, and our new leadership team will work closely with operators across North Africa, the Middle East and Central Asia to adopt new methods and tools for improving the performance of their networks."

"The potential in the region - from newly deployed 3G networks in North Africa and Central Asia to highly advanced 4G high speed data deployments across the GCC nations - presents many opportunities that only the TEOCO product portfolio can address efficiently and effectively," said Hythem El-Nazer, Director at TA Associates and TEOCO board member. "We expect significant growth from these markets,



**Publication:** Bloomberg Businessweek  
**Date:** 18<sup>th</sup> August 2014  
**Distribution:** Daily (website)  
**URL:**

[http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201408180724M2\\_EUPR\\_384d00000e532c35\\_3600-1](http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201408180724M2_EUPR_384d00000e532c35_3600-1)

## Bloomberg Businessweek

### TEOCO appoints new leadership team for MENA; Rob Roy and Andrew Miceli to build on TEOCO's international success

FAIRFAX, VA., USA AND LEATHERHEAD, UK - -

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#### Recent Market Articles

ReWalk Robotics (NASDAQ: RWLK) to Ring The NASDAQ Stock Market Opening Bell  
09/16/2014 10:00 AM ET

Celator Pharmaceuticals Inc. (NASDAQ: CPXX) to Ring The NASDAQ Stock Market Closing Bell  
09/16/2014 10:00 AM ET

Syntel (NASDAQ: SYNT) to Ring The NASDAQ Stock Market Closing Bell  
09/16/2014 10:00 AM ET

Green Bancorp, Inc. (NASDAQ: GNBC) to Ring The NASDAQ Stock Market Opening Bell  
09/16/2014 10:00 AM ET



**Publication:** Virtual-Strategy Magazine  
**Date:** 18<sup>th</sup> August 2014  
**Distribution:** Daily (website)  
**URL:** <http://www.virtual-strategy.com/2014/08/18/teoco-appoints-new-leadership-team-mena#axzz3DYotnfH>

## **VIRTUAL-STRATEGY**MAGAZINE

your leading source for virtualization news

### **TEOCO appoints new leadership team for MENA**

RealWire

Monday, August 18th 2014

Rob Roy and Andrew Miceli to build on TEOCO's international success

FAIRFAX, VA, USA AND LEATHERHEAD, UK – 18 AUGUST 2014 – TEOCO, the leading provider of assurance, analytics and optimization solutions to communications service providers (CSPs), today announced the appointment of Rob Roy and Andrew Miceli to lead its business in the Middle East and North Africa.

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**Publication:** SYS-CON Media  
**Date:** 18<sup>th</sup> August 2014  
**Distribution:** Daily (website)  
**URL:** <http://www.sys-con.com/node/3150735>



#### Blog Feed Post

## TEOCO appoints new leadership team for MENA



*Rob Roy and Andrew Miceli to build on TEOCO's international success*

**FAIRFAX, VA, USA AND LEATHERHEAD, UK - 18**

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"The potential in the region - from newly deployed 3G networks in North Africa and Central Asia to highly advanced 4G high speed data deployments across the GCC nations - presents many opportunities that only the TEOCO product portfolio can address efficiently and effectively," said Hythem El-Nazer, Director at TA Associates and TEOCO board member. "We expect significant growth from these markets, building on our large existing customer base." In addition to TEOCO, El-Nazer also sits on the boards of Accruent, Answers, Bomgar, MicroSeismic, and Radialpoint. Previously, he was a member of the Board of Directors or was involved in TA's investments in leading mobile operators including WIND Telecom S.p.A., Orascom Telecom Holding, Idea Cellular, and MetroPCS.

**Publication:** AME info  
**Date:** 18<sup>th</sup> August 2014  
**Distribution:** Daily (website)  
**URL:** <http://ameinfo.com/blog/appointments/teoco-appoints-new-leadership-team-mena/>



## TEOCO appoints new leadership team for MENA

: Monday, August 18 - 2014 @ 15:47

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**Publication:** TMCnet Financial Tech Spotlight  
**Date:** 18<sup>th</sup> August 2014  
**Distribution:** Daily (website)  
**URL:** <http://financial.tmcnet.com/mergers/acquisitions/news/2014/08/18/7975255.htm>

**TEOCO appoints new leadership team for MENA; Rob Roy and Andrew Miceli to build on TEOCO's international success**

(M2 PressWIRE Via Acquire Media NewsEdge) FAIRFAX, VA., USA AND LEATHERHEAD, UK - - TEOCO, the leading provider of assurance, analytics and optimization solutions to communications service providers (CSPs), today announced the appointment of Rob Roy and Andrew Miceli to lead its business in the Middle East and North Africa.

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Since 1995, TEOCO has helped over 300 of the largest CSPs around the world to manage and evolve their businesses efficiently and profitably, while enhancing the customer experience. TEOCO is widely recognized for its commitment to principled entrepreneurship, business ethics and employee ownership with a particular emphasis on its core values of alignment with employees, clients and community.

**Publication:** Industry Today  
**Date:** 18<sup>th</sup> August 2014  
**Distribution:** Daily (website)  
**URL:** <http://www.industrytoday.co.uk/telecoms/teoco-appoints-new-leadership-team-for-mena/31138>



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Posted via [Industry Today](#). Are you into it? Follow us on Twitter [@IndustryToday](#)



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**Publication:** Virtual-Strategy Magazine  
**Date:** 21<sup>st</sup> August 2014  
**Distribution:** Daily (website)  
**URL:** <http://www.virtual-strategy.com/2014/08/21/teoco-ranked-among-usas-fastest-growing-private-companies-2014#axzz3C3UZ8YTd>

## **VIRTUAL-STRATEGY**MAGAZINE

your leading source for virtualization news

### **TEOCO ranked among USA's fastest-growing private companies for 2014**

RealWire

Thursday, August 21st 2014



Fairfax, VA., August 21 2014 - TEOCO, the leading provider of assurance, analytics and optimization solutions to communications service providers (CSPs), announced today its inclusion on the 2014 Inc. 5000 list of the USA's fastest-growing privately-owned companies. The annual list is compiled by Inc. magazine, the monthly print and online publication that focuses on growing companies in the SMB [sector](#). 2014 is the fifth consecutive year that TEOCO has made the list, and the eighth time in total.

"It's an honor to once again be included on the Inc. 5000 list of America's best and brightest private companies," said TEOCO Founder and CEO Atul Jain. "Over the last 12 months, TEOCO has strengthened its market position by consistently delivering positive results and healthy [profits](#), supported by the acquisition of AIRCOM International in December. Thanks to the dedication and commitment of our employees to our customers, our company has grown to become a truly global player in our market."

Complete coverage of the Inc. 5000 list, including company profiles and an interactive database that can be sorted by [industry](#), region, and other criteria, is available online at [www.inc.com/inc5000/list/](http://www.inc.com/inc5000/list/)



**Publication:** SYS-CON Media  
**Date:** 21<sup>st</sup> August 2014  
**Distribution:** Daily (website)  
**URL:** <http://www.sys-con.com/node/3157287>



Blog Feed Post

## TEOCO ranked among USA's fastest-growing private companies for 2014



*Inc. magazine recognizes TEOCO in annual "Inc. 5000" list of America's top performing businesses for fifth consecutive year*

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**Publication:** Bloomberg Businessweek

**Date:** 21<sup>st</sup> August 2014

**Distribution:** Daily (website)

**URL:**

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## Bloomberg Businessweek

**TEOCO ranked among USA's fastest-growing private companies for 2014; Inc. magazine recognizes TEOCO in annual "Inc. 5000" list of America's top performing businesses for fifth consecutive year**

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Fairfax, VA., - TEOCO, the leading provider of assurance, analytics and optimization solutions to communications service providers (CSPs), announced today its inclusion on the 2014 Inc. 5000 list of the USA's fastest-growing privately-owned companies. The annual list is compiled by Inc. magazine, the monthly print and online publication that focuses on growing companies in the SMB sector. 2014 is the fifth consecutive year that TEOCO has made the list, and the eighth time in total.

"It's an honor to once again be included on the Inc. 5000 list of America's best and brightest private companies," said TEOCO Founder and CEO Atul Jain. "Over the last 12 months, TEOCO has strengthened its market position by consistently delivering positive results and healthy profits, supported by the acquisition of AIRCOM International in December. Thanks to the dedication and commitment of our employees to our customers, our company has grown to become a truly global player in our market."

Complete coverage of the Inc. 5000 list, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, is available online at [www.inc.com/inc5000/list/](http://www.inc.com/inc5000/list/)

### About TEOCO

TEOCO is the leading provider of Assurance, Analytics and Optimization solutions to Communication Service Providers worldwide. TEOCO's product portfolio includes Customer Analytics, Margin Assurance, Service Assurance and Network Optimization solutions.

Since 1995, TEOCO has helped over 300 of the largest CSPs around the world to manage and evolve their businesses efficiently and profitably, while enhancing the customer experience. TEOCO is widely recognized for its commitment to principled entrepreneurship, business ethics and employee ownership with a particular emphasis on its core values of alignment with employees, clients and community.

For more information, visit [www.teoco.com](http://www.teoco.com)

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**Publication:** The Engineer List  
**Date:** 21<sup>st</sup> August 2014  
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## TEOCO RANKED AMONG USA'S FASTEST-GROWING PRIVATE COMPANIES FOR 2014

*Inc. magazine recognizes TEOCO in annual "Inc. 5000" list of America's top performing businesses for fifth consecutive year*

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Atul Jain

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