

ipoque, a Rohde & Schwarz company

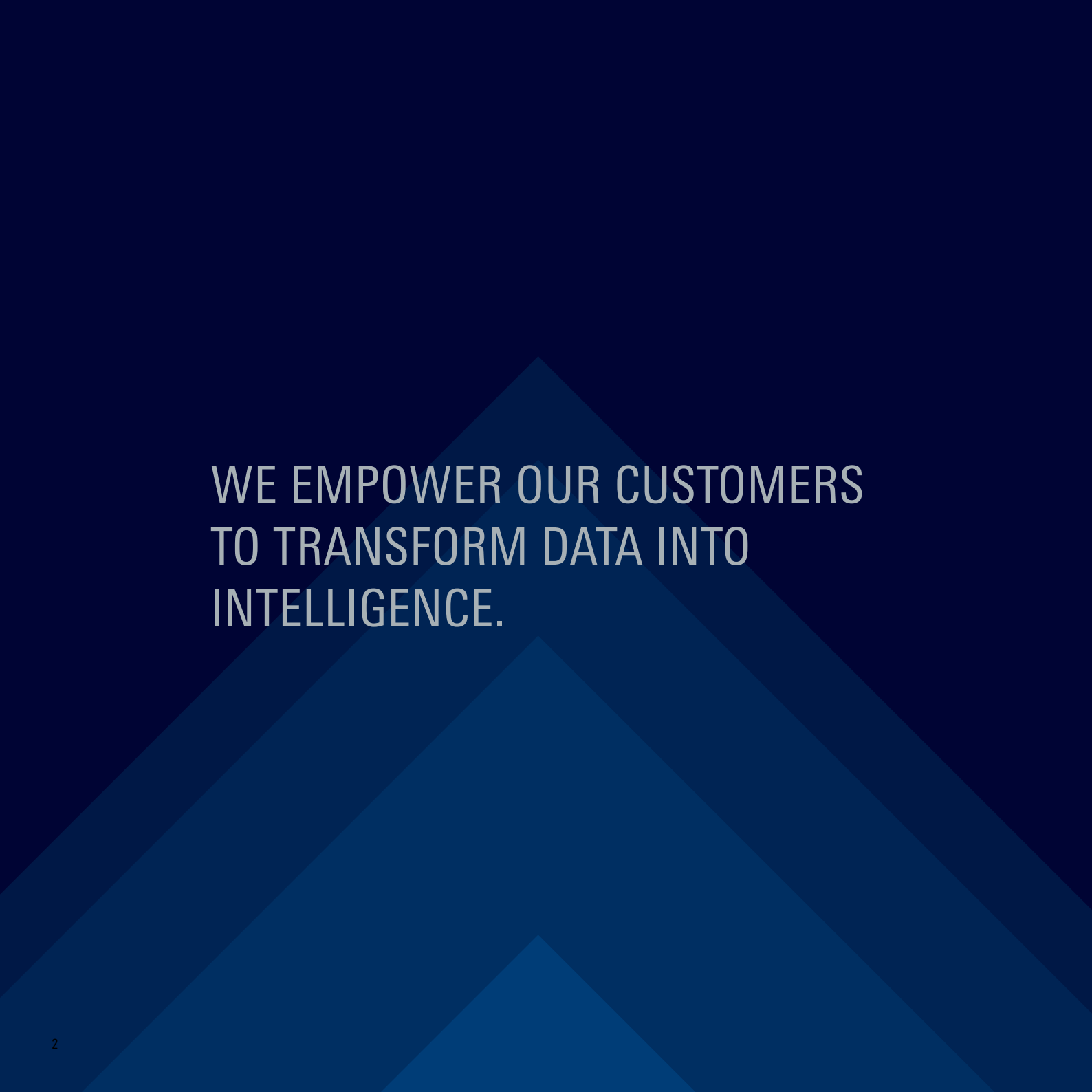
# FOR A SAFER AND CONNECTED WORLD

FROM NETWORK DATA TO INTELLIGENCE

**ROHDE & SCHWARZ**

Make ideas real





WE EMPOWER OUR CUSTOMERS  
TO TRANSFORM DATA INTO  
INTELLIGENCE.

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## DESIGNED TO CREATE VALUE

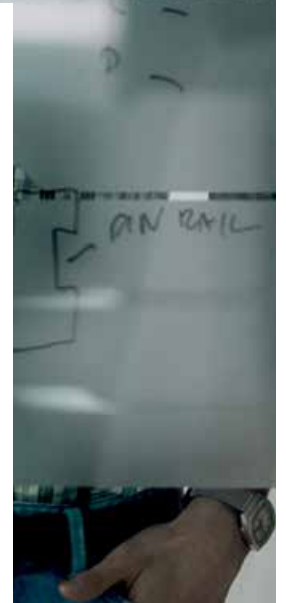
With our deep IP network analytics expertise, we transform IP data into actionable intelligence.



## UNDERSTANDING NETWORK DATA

ipoque is a global leader in the world of IP network analytics software. We offer customizable and future-proof solutions that deliver comprehensive visibility into network activity. Our solutions analyze network traffic efficiently and ensure highest connectivity and security.

Founded as a software start-up in Leipzig in 2005 and acquired by the Munich-based Rohde&Schwarz group in 2011, we combine the best of two worlds: agile software development and the resources of an international electronics group. In 2018, we opened a branch in Berlin and Haiger.



# CUTTING-EDGE EXPERTISE ON HAND

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We have developed a unique breadth and depth of expertise in the field of IP network analytics, with decades of experience and more than 100 customers in over 90 countries. We combine German engineering with an international mindset. Our mission is to enable customers worldwide to transform data into intelligence. We know our customers and support them as a long-term, reliable partner.

We are here to empower our customers. Licensing our leading-edge network analytics software allows them a fast market launch of their breakthrough ideas. And if things are not running entirely as planned, our dedicated service and support teams work hand in hand with our technical consultants and on-site engineers to solve any problem.

- ▶ Decades of experience in network analytics and advanced deep packet inspection (DPI)
- ▶ Widely deployed: more than 100 customers in over 90 countries
- ▶ Support and service network in more than 70 countries
- ▶ Strong focus on R&D with over 150 in-house developers at our Leipzig, Haiger and Berlin branches
- ▶ Precision made in Germany

# WHO WE ARE

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16



DIFFERENT  
COUNTRIES



AVERAGE  
AGE



6  
Ø YEARS  
OF STAFF  
RETENTION

NO.



IN ADVANCED  
DPI SOFTWARE

MORE THAN  
290



EMPLOYEES



% WOMEN



% MEN







# TRANSFORMING DATA INTO INTELLIGENCE

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Data networks have become the backbone of business and society. Data rates are growing exponentially, driven by the digitization of all business processes, the increasing outsourcing of IT services to the cloud, and growing amounts of mobile data traffic. Market trends such as 5G, big data and AI contribute to this growth. To manage the ever-increasing network traffic efficiently and to ensure highest connectivity and security, granular visibility into networks, down to application level, is necessary. Efficient network management also minimizes power consumption and contributes to sustainability.

Our proven technology delivers comprehensive visibility into network activity, supporting several industries. With our customized solutions, we respond to individual challenges. Commercial as well as public-sector customers rely on us to provide them with the best performance and reliability on the market.





# OUTSOURCING COMPLEXITY

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Our customers include network equipment and software vendors who embed real-time application visibility in their network analytics, traffic management and network security solutions. We have been the OEM partner of choice for DPI-based IP analytics in physical, virtual and cloud environments. Our advanced DPI engine R&S®PACE 2 classifies thousands of applications and protocols, provides content and metadata extraction and masters advanced obfuscation and encryption techniques.

Licensing our OEM software, our customers benefit from a short time to market along with reduced development and total costs of ownership. We provide our customers with an up-to-date DPI library ensuring that IP traffic is classified reliably. We promise an outstanding technical performance in our solutions and also a superior pre-sales and after-sales support. Counting on us as the leading supplier of advanced DPI technology, our customers can focus on their core competencies and outsource complexity.

# LEADING TECHNOLOGIES AND MARKETS

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## THE FOUNDATION OF OUR SUCCESS: OUR DPI ENGINE R&S®PACE 2

- ▶ Classifies thousands of applications and protocols, regardless of encryption and obfuscation – with the highest accuracy on the market
- ▶ Delivers unprecedented performance and provides almost linear scalability if needed
- ▶ Is platform-agnostic and therefore highly adaptive to customer solutions
- ▶ Always up to date through weekly signature updates
- ▶ Is based on a future-proof product architecture allowing the use of both physical and virtual environments, and is therefore fit for network automation

## PROVEN MARKET AND SERVICE EXPERTISE

- ▶ Our products are deployed worldwide in commercial and public sector solutions with a strong footprint in the telco analytics and network security market
- ▶ We have established long-standing partnerships and a pre-sales and after-sales support network in more than 70 countries





"As an early adopter of ipoque's technology, we managed to release one of the first next-generation firewalls almost 9 years ago. Beyond award winning products we are committed to providing excellent support to our customers and partners. This is only possible if our technology partners, also, live up to the same high expectations. Throughout the past 9 years we have always felt very well looked after by ipoque who have always been highly committed to providing a timely solution to any problems."

BARRACUDA NETWORKS

# LEADING-EDGE TECHNOLOGY FOR INDIVIDUAL DEMANDS

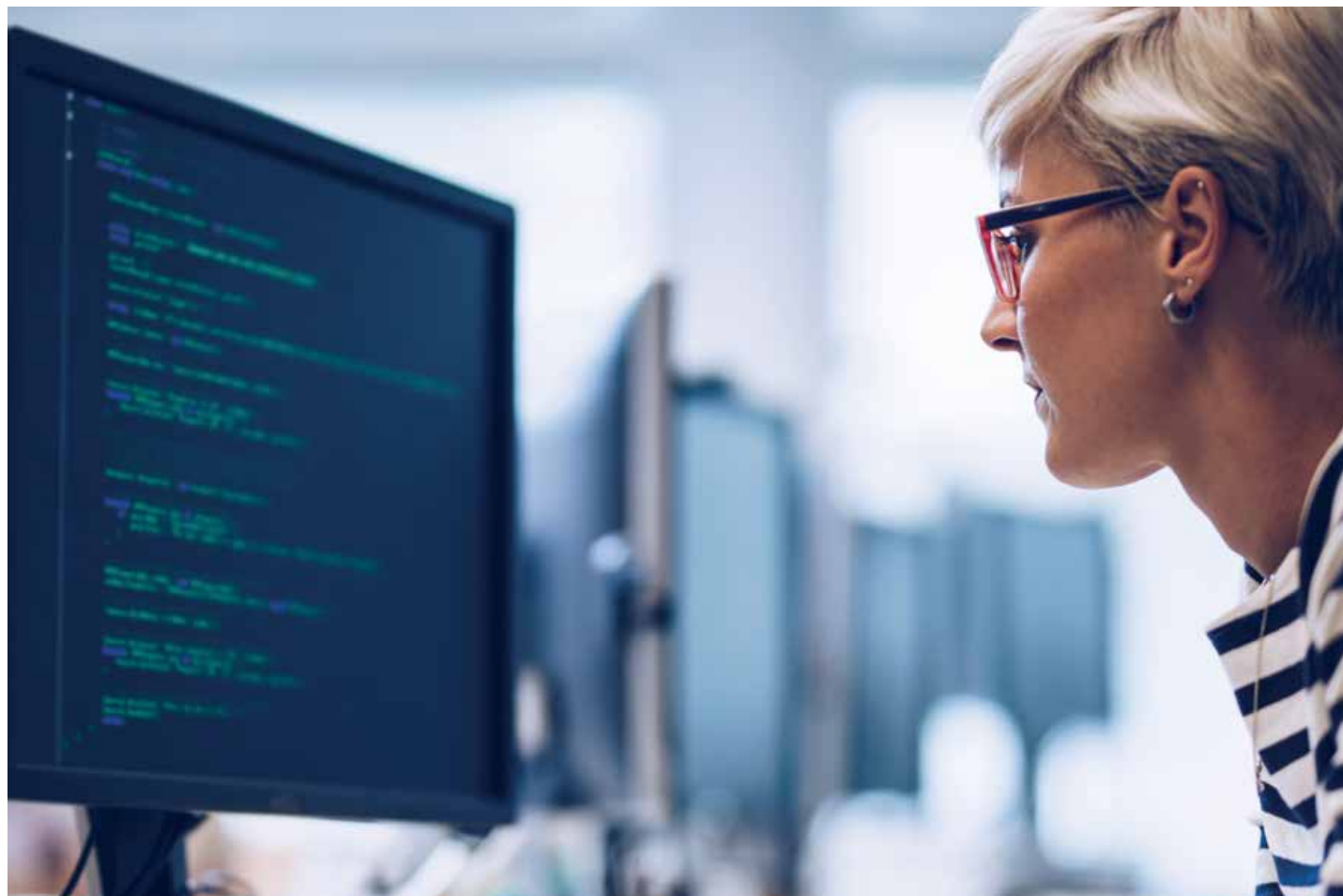
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From the very beginning, our aspiration was to deliver the best solutions on the market. Our products are made in Germany, using leading-edge technologies and appropriate processes. Over the years, we have built a reputation for quality and innovation. We invest 30 percent of our annual net revenue in research and development in order to stay ahead of technical developments. A unique set of people with a passion for superior technology and a customer-oriented mindset is the foundation of our success. Dedicated processes ensure that we always live up to our expectations.

We develop our solutions in house to meet the highest quality standards. That way, we define all details ourselves and combine in-house developments with third-party components if necessary. Doing so, we respond to the challenges faced by our customers of all sizes and industries with customized solutions.

Modular concepts and custom-built solutions enable our customers to adapt existing systems to the ever-growing number of new communications standards. We are committed to our customers, empowering them to integrate the newest technologies without vendor lock-in and with open APIs. Our internal processes respond to the way we develop those solutions.

**We believe in strong in-house development and  
doubled our head count in the last 3 years**



## **SOLUTIONS FOR ANY SCALE AND ANY USE CASE**

Modular concepts and custom-built solutions enable our customers to adapt existing systems to the ever-growing number of new communications standards. We understand the new era of data and empower our customers to grow with it.



# ENTREPRENEURIAL FREEDOM

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As a subsidiary of the independent, privately owned Rohde&Schwarz group, we think in the long term, not in quarters. We leverage our entrepreneurial freedom to act sustainably, from product planning and employee loyalty to trustful long-term partnerships with our customers. Continuity and creativity are not in conflict, but complementary key elements of our culture. It is this interesting mix that inspires our employees to aim for the exceptional.

We encourage new approaches and new ways of thinking. Our developers have the freedom they need to reach for previously unthinkable solutions that revolutionize the market and bring sustained benefit to our customers. Our commitment to integrate newest technologies enables our customers to overcome the challenges of digitization.

Leveraging strategic research partnerships with universities focusing on artificial intelligence, machine learning and big data analytics, we stay ahead of the technological development. This approach is mutually beneficial. We are committed to encourage and inspire the next generation of developers, while we build our awareness of IT research with leading academic research groups. Our product development cycle incorporates this knowledge to meet market needs, now and in the future.

We were once a start-up, and so were some of our largest customers. We like to think that our flexibility and support have played some part in helping these companies become successful. We know how difficult it can be for young companies to raise capital to invest in assets. To help with this, we support start-up companies to introduce their products to the market.







## SAFEGUARDING INVESTMENTS THROUGH WORLDWIDE SERVICE AND SUPPORT

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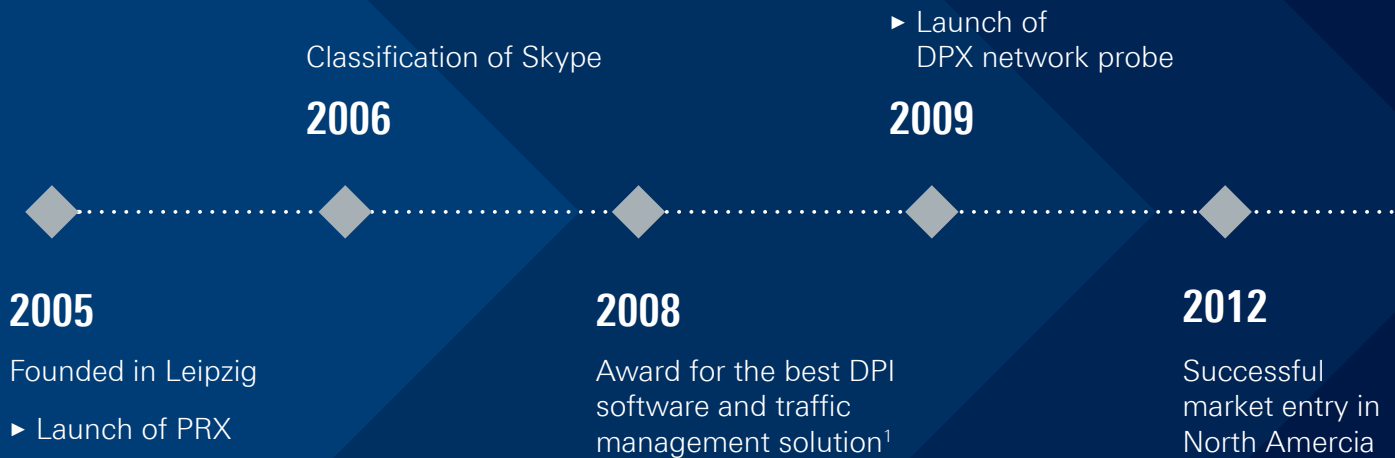
- ▶ Service that adds value
- ▶ Worldwide
- ▶ Local and personalized
- ▶ Customized and flexible
- ▶ Uncompromising quality
- ▶ Long-term dependability

With a dedicated, global service network and 24/7 availability, ipoque offers its customers comprehensive support worldwide. We offer extensive services – from sending on-site support engineers to software integration and customer trainings. This comprehensive, balanced portfolio enables us to carry out small as well as very large projects.

Our global service network is designed to maintain both high availability and high accuracy in the long term in order to protect your investments. Our flexible service level agreements will meet any customer's specific requirements. For many of our customers, we have become a long-term partner who understands their business and helps them take advantage of new business opportunities. We take pride in forging long-lasting partnerships, helping customers achieve their short- and long-term goals.

# COMPANY HISTORY

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Integration of R&S®PACE  
in R&S®CMW500

**2013**

Successful market  
entry in Asia

**2015**

Research partnerships  
with German universities  
with focus on artificial  
intelligence, machine  
learning and big data

**2019**

**2014**

► Launch of R&S®PACE 2

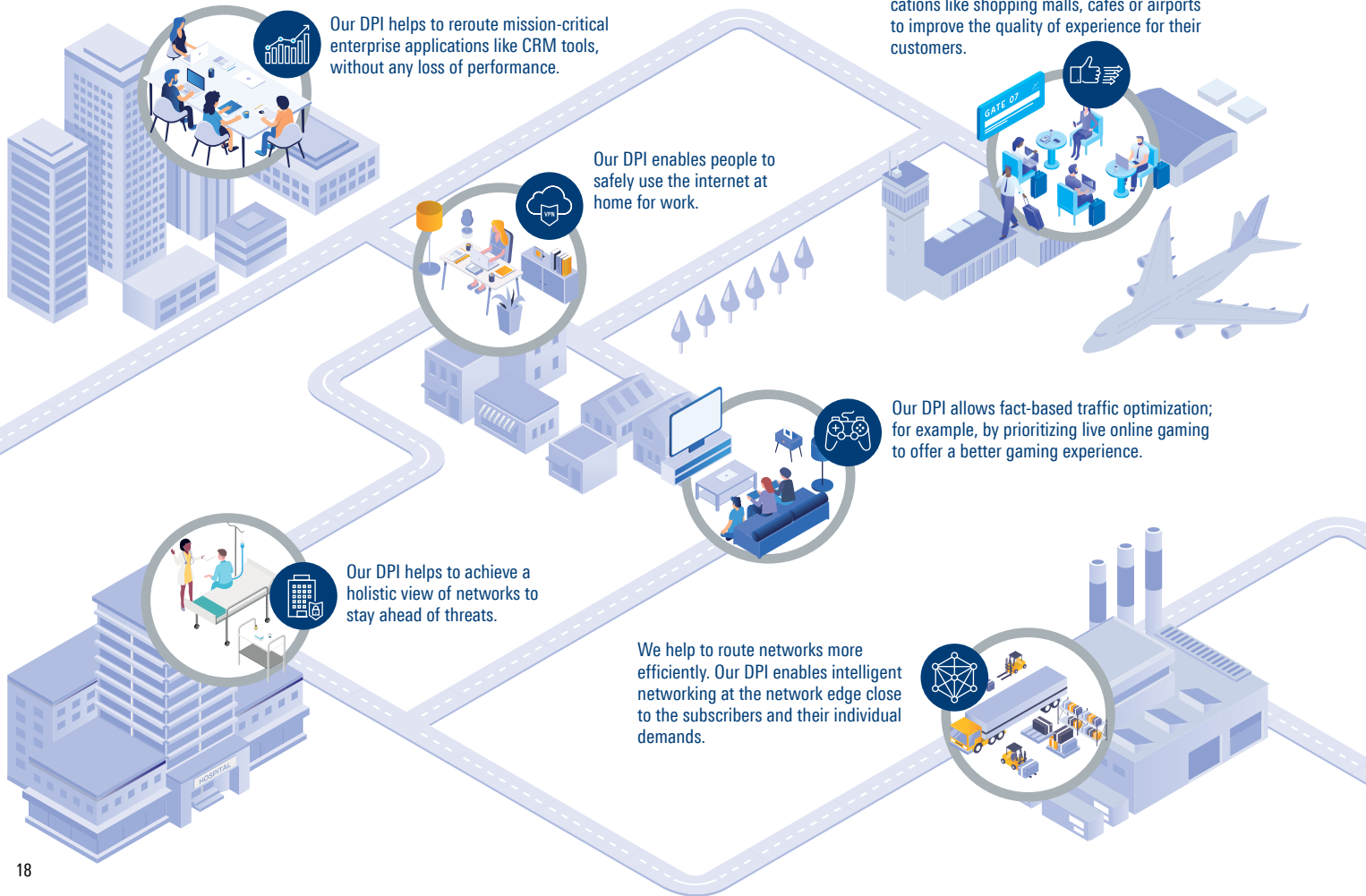
Strategy shift from traffic  
management to network  
intelligence

**2018**

Set up subsidiaries in  
Berlin and Haiger

# HERE YOU CAN FIND OUR TECHNOLOGIES

We make networks better and safer.

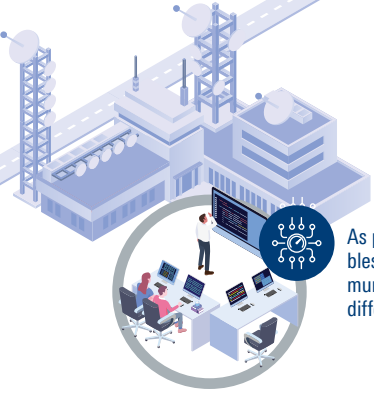


**We deliver insight into telco and private networks to promote business.**



As part of network analysis solutions, our DPI empowers telecommunications providers to make decisions on how to expand and optimize their network capacities in order to improve the digital experience of their customers.

As part of network analysis solutions, our DPI supports telecommunications providers in analyzing user behavior. The results allow them to offer personalized services instead of a single product for everyone.



As part of network analysis solutions, our DPI enables granular bandwidth management for telecommunications providers. This allows them to process different service agreements individually.

## **ipoque**

ipoque, a Rohde & Schwarz company, is a global leader of network analytics software for the communications industry. We leverage our deep domain expertise to create software solutions that empower customers to transform data into intelligence. As a subsidiary of Rohde & Schwarz, we take advantage of potential synergies.

## **Rohde & Schwarz**

The Rohde & Schwarz technology group develops, produces and markets innovative information and communications technology products for professional users. Rohde & Schwarz focuses on test and measurement, broadcast and media, cybersecurity, secure communications and monitoring and network testing, areas that address many different industry and government-sector market segments. Founded more than 80 years ago, the independent company has an extensive sales and service network in more than 70 countries.

### **ipoque GmbH**

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### **ROHDE & SCHWARZ GmbH & Co. KG**

[www.rohde-schwarz.com](http://www.rohde-schwarz.com)

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For a safer and connected world

Data without tolerance limits is not binding | Subject to change

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