
***BT wins Global Telecoms Business 2008 Innovation Award for
“Total ICT Orchestrations” – Powered by Ipanema***

Paris, France — September 19th, 2008 — Ipanema Technologies, a leader in application traffic management systems for wide area networks and BT, one of the world's leading providers of global communications solutions and services for multisite organizations today announced that BT's Ipanema-powered Total ICT Orchestration project has been awarded the prestigious 2008 Innovation Award by Global Telecoms Business Magazine. Total ICT Orchestration provides breakthrough dynamic allocation of end-to-end network and IT resources according to application level Service Level Agreements. It enables service providers with new business models where application performance, not bandwidth, is at the heart of their relationship with customers.

Enterprises care most about the performance of their business critical applications. To guarantee this performance, IT managers have to provision adequate bandwidth on the different WAN-connected sites with sufficient computing power and storage to provide for the constant evolution of application deployments and changing user behaviour. This process can be cumbersome for two key reasons:

- a) It is difficult to match the technical resources with delivered user quality of experience; a lot of enterprise infrastructures are still managed based on Service Level Objectives (SLO) that relate to infrastructure, not application level indicators.
- b) Changing the network or IT resources to match the evolution of the application or user environment can take many days or even weeks, leaving, during transition periods, the infrastructure in a state that is not compatible with guaranteed performance for business critical applications.

Total ICT Orchestration uses Ipanema's Application Quality Score™ to shift from technical SLOs to application level SLAs for the management of the overall IT infrastructure. Using Ipanema's unique ability to allocate bandwidth globally to each user based on application criticality and performance objectives, BT is able to dynamically extend the WAN resources on the different sites to always match the Application SLA, thus ensuring a fully guaranteed performance for business critical application anytime, anywhere.

“Embedded in our Total ICT Orchestration project, the Ipanema-powered BT Application Optimisation Service (AOS) provides us a framework to both measure and dynamically enforce Application SLAs over the WAN. We managed to extend the capabilities of AOS using Ipanema's open APIs and a combination of homegrown technologies and leading datacenter virtualization solutions such as VMWare's Virtual Infrastructure.” said John Wittgreffe, ICT research chief for BT.

"Total ICT Orchestration probably represents the most advanced use of our technology to date. For the first time Enterprises can simply ask their service providers for what really matters to them, i.e. guaranteed business application performance. Thanks to Total ICT Orchestration, the complexity of the ongoing management of the IT infrastructure is completely hidden allowing Enterprises to focus on their core business", said Frank Lyonnet, Vice President Product Marketing of Ipanema Technologies.

About the GTB Innovations Award

About 250 industry leaders from around the world attended the 2008 ceremony at the Sheraton Park Lane Hotel in London on the evening of Tuesday, September 9, 2008.

Guests at the ceremony included chief executive officers, chief technology officers and other leaders from operators and vendors throughout the world, including Europe, China, Africa, India, Russia, North and South America, and the Pacific.

Hundreds of nominations for the industry's innovative projects were received from the readers of Global Telecoms Business since early in 2008 in a number of key categories.

The winners, as selected by the judging panel, represent the most innovative projects in the industry worldwide in four key categories:

- 1: fixed infrastructure and operations
- 2: wireless infrastructure and operations
- 3: business fixed and mobile service innovations
- 4: consumer fixed and mobile service innovations

About Ipanema Technologies

Ipanema develops and sells next-generation solutions for application traffic management that allow enterprises to automatically align the network with their business objectives. The Ipanema System was specially created for all large Wide Area Networks (WAN), both in- country and international, as well as being for telecom operators and network service providers. Application performance management is delivered by integrating the functions of Visibility, Optimization, Acceleration and networked application governance. The SALSA platform (Scalable Application Level Service Architecture) allows telecom operators and network service providers to create repeatable application oriented value added services with the lowest Total Cost of Ownership (TCO). Ipanema is used internationally by many large telecom operators as well as large multinationals in all market segments such as banking and finance, public sector, energy, pharmaceuticals, automobile, IT, etc. For more information go to www.ipanematech.com.

About BT

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Our [principal activities](#) include networked IT services, local, national and international telecommunications services, and higher-value broadband and internet products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

For more information go to www.BT.com.