



# **B/OSS**

**BILLING & OSS WORLD.**

**June 3, 2009**

## **Aptela Works with ClearSight Networks to Resolve Network Issues Faster and More Cost-Effectively** **By Cara Sievers**

ClearSight Networks, a worldwide provider of award-winning application and analysis tools for today's dynamic networks, today announced that Aptela, the leading provider of hosted Voice over IP (VoIP) solutions for small- and medium-sized businesses (SMBs), is using ClearSight's Network Time Machine® (NTM) to proactively diagnose problems on customer and carrier networks. Providing unprecedented levels of prevention and diagnosis, ClearSight's NTM empowers Aptela to quickly and easily maintain network uptime and stave off unexpected outages.

As a hosted-PBX and VoIP service provider, Aptela routes customers' voice and data traffic via the Internet. For SMBs with limited IT resources and budgets, this method provides the benefits of a scalable and powerful VoIP system without the associated price tag; however, it also means that Aptela does not have visibility into the network hardware at each customer location. Using ClearSight's NTM and pre-established metrics, the company now has greater insight and better visibility into any VoIP call, fax, email or phone registration over the network”and may quickly identify possible causes of latency, jitter and other call quality problems.

"ClearSight's NTM is like a metal detector for finding needle-in-a-haystack problems across all points within the network," said Matt Smith, vice president of technology and client services, Aptela. "Because Aptela works with so many customer and carrier networks in addition to our own network, it used to be nearly impossible to pinpoint specific issues and their origins. Now, with ClearSight's NTM, we can take retroactive network data, pull up metrics on any call, and identify the source of the problem. We are able to resolve issues and performance bottlenecks for our customers and carriers faster, more accurately and with less overhead."

Hosted VoIP services are on a strong growth trajectory, speaking to Aptela's business model. According to a recent Infonetics Research report, the VoIP services market grew 33 percent to \$30.8 billion in 2008.

"We are thrilled to work with Aptela to ensure that the market for hosted VoIP service providers continues to have access to the most advanced network monitoring and diagnosis capabilities available today," said Bill Berkman, chief operating officer, ClearSight Networks. "ClearSight's NTM allows organizations like Aptela to proactively monitor and analyze SMB networks" maintaining network uptime and staving off unexpected outages."

ClearSight's network monitoring and management solutions have been helping customers achieve their business objectives since 2001. To learn more about our product offerings, visit us on the Web at [www.clearsightnet.com](http://www.clearsightnet.com), or send us an email at [info@clearsightnet.com](mailto:info@clearsightnet.com).

### About Aptela

Aptela is a leading provider of enterprise-class hosted Voice over IP (VoIP) solutions for small- and medium-sized businesses (SMBs). Aptela's Software as a Service (SaaS) business model provides SMBs with a reliable, secure and affordable telephony solution • a valuable alternative to costly internal PBX systems. Aptela's flexible applications are designed to be fully integrated into the workflow of today's distributed and mobile workforce. Unlike traditional telephony that is tied to a physical location, Aptela's features can be accessed • anywhere, anytime • through the Internet, traditional wire-line or cellular networks. Aptela was recently recognized as a "Rising Star" on Deloitte's 2008 Technology Fast 500. The 2008 Rising Star program ranks the country's 10 fastest growing technology, media, telecommunications and life sciences companies. For more information, visit [www.aptela.com](http://www.aptela.com).

### About ClearSight Networks

ClearSight Networks was founded in 2001 and has received numerous awards for product ingenuity, creativity, ease of use, and real-time information. In particular, ClearSight has received the Network World Fusion award for the Best VoIP Monitor and Analyzer and the prestigious Frost and Sullivan Most Innovative Technology award. Headquartered in Fremont, California, ClearSight Networks can be reached at 510-824-6000.

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