



For immediate release

**Media Contact:**

Shreekant Raivadera

+44 77 86 26 32 21

[shreek@sandstarcomms.com](mailto:shreek@sandstarcomms.com)

## **Emerson Network Power Joins Network Intelligence Alliance to Drive Innovation and Leadership for Next-Generation Network Solutions**

*Participation in industry organization enables tighter integration of critical embedded computing components for faster development of network platforms by OEMs deploying network intelligence technology*

**TEMPE, Ariz., US.** [21 February, 2013] –Emerson Network Power, a business of Emerson (NYSE:EMR) and a global leader in delivering scalable embedded computing technology and power supplies for original equipment manufacturers in a wide range of industries, today announced that it has become a member of the Network Intelligence Alliance (NI Alliance), an industry organization created for collaboration among the network economy's technology providers. Participation in the NI Alliance will help Emerson Network Power to build and market innovative solutions for network equipment providers seeking to deploy solutions such as network optimization, content aware routing, and policy and access control.

In today's network economy—a world that now depends and runs on networks—accurate visibility and precise tracking of data crossing networks have become crucial to the availability, performance and security of applications and services. The growing complexity of IP transactions, the explosion of mobile applications, and the mainstream adoption of cloud computing surpass the capabilities of conventional tools to improve how networks operate, expand services, and cope with cybersecurity. Just as business intelligence solutions emerged to unlock information hidden in the enterprise, network intelligence technology is an emerging category of technology to reveal the critical details of the data locked inside network traffic and transactions.

“Emerson Network Power's number one position in ATCA technology\* is partly thanks to a market leading portfolio of integrated systems, platforms and blades for a wide range

of telecom infrastructure applications,” said Rob Pettigrew, marketing director for Emerson Network Power’s Embedded Computing business. “Measuring and intelligently delivering network content requires deep packet inspection. Emerson’s broad portfolio of ATCA products, including 40G systems with Cavium OCTEON or Intel packet processing blades, are designed to allow our customers to deliver DPI solutions to meet the exploding demand for network intelligence. Bringing this together with NI Alliance members’ value-add will help network equipment providers to apply network intelligence faster, more cost-effectively and with less risk.”

“Emerson Network Power is a valuable addition to the NI Alliance and we welcome their participation,” said Erik Larsson, chairman of the NI Alliance. “It’s companies like Emerson Network Power joining with other vendors who play leadership roles in their respective areas of expertise that will enable organizations to most effectively apply network intelligence to better manage, protect and profit from their data networks.”

The NI Alliance serves two purposes: first, as a forum for collaboration among technology providers whose solutions secure data in transit, ensure efficient data delivery, monetize data transactions or track real-time information. Through the NI Alliance, members can better serve their customers.

The NI Alliance also seeks to educate the market and the public on the role and value of network intelligence in protecting sensitive information; delivering value-added services, applications and information; and ensuring better performance of network-dependent solutions.

For more information on Emerson Network Power’s embedded computing solutions for network intelligence, please visit [www.Emerson.com/EmbeddedComputing](http://www.Emerson.com/EmbeddedComputing).

\* Source: [ATCA Worldwide Market Share Analysis and Market Forecast, 2011 – 2016](#), Markinetics, Inc.,

### **About the NI Alliance**

The NI Alliance is an industry organization created for collaboration among the Network Economy’s technology providers and to educate the market on the role and value of Network Intelligence technology. Members are vendors involved in the capture, processing, decoding, analysis, and leveraging of network data; suppliers of Network Intelligence technology components; software vendors; and information providers of

solutions, such as cybersecurity, telecom service assurance, traffic optimization and more. Participation in the NI Alliance helps members to build and market innovative solutions to Communications Service Providers (CSPs) governments and enterprise customers seeking to improve performance, security and the monetization of network-dependent services and applications. For more information, please visit [www.nialliance.org](http://www.nialliance.org)

### **About Emerson Network Power**

Emerson Network Power is a business of Emerson (NYSE:EMR) and, through its Embedded Computing & Power business, is the trusted partner for scalable embedded computing technology and power supplies for the aerospace, defense, computing, healthcare, industrial and telecom markets. Emerson Network Power's embedded computing solutions, AC-DC and DC-DC power supplies and wide range of technical services minimize design time, provide scalable and cost-effective support for released products, and critical products during legacy years. Learn more about Emerson Network Power Embedded Computing & Power products and services at [www.EmersonNetworkPower.com](http://www.EmersonNetworkPower.com)

### **About Emerson**

Emerson (NYSE: EMR), based in St. Louis, Missouri (USA), is a global leader in bringing technology and engineering together to provide innovative solutions for customers in industrial, commercial, and consumer markets around the world. The company is comprised of five business segments: Process Management, Industrial Automation, Network Power, Climate Technologies, and Commercial & Residential Solutions. Sales in fiscal 2012 were \$24.4 billion. For more information, visit [www.Emerson.com](http://www.Emerson.com).

Emerson Network Power and the Emerson Network Power logo are trademarks and service marks of Emerson Electric Co. All other product or service names are the property of their respective owners. © 2013 Emerson Electric Co.