

For immediate release

Dynamic Services Drive Demand for Open Standard Telecom Platforms According to New Research from Emerson Network Power

BARCELONA, Spain. [28 February, 2013] – The process of bringing new applications to mobile devices is being enabled by the adoption of open standard telecom computing platforms in operator service delivery, core, and access networks, according to new research sponsored by 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.

AdvancedTCA[®] (ATCA[®]) has become the defacto hardware platform for many mobile access network and IMS core elements as well as fixed/data network switches and routers. Analysis from Technology Business Research (TBR), a leading technology market research and consulting firm, shows that ATCA is increasingly being adopted as the open standards based hardware of choice for service delivery elements - such as application or media servers, IPTV/VOD and billing servers - as well as network optimization and intelligence platforms that use deep packet inspection (DPI), such as session border controllers and content aware routers.

While the demand for open standard telecom computing platforms is often driven by operator cost reduction initiatives, 63 percent of suppliers surveyed stated that the shift was due to the improved reliability of standardized hardware and the capability of software to work in a de-coupled solution. As the [number one supplier of ATCA systems and blades](#)^{*}, Emerson Network Power has been a significant driver of innovation, performance and reliability in open standard telecom computing platforms.

“According to the survey, two-thirds of suppliers now see standard hardware as important to their delivery of solutions for mobile operators,” said Brian Brown, vice president and general manager of marketing and services for Emerson Network Power’s Embedded Computing business. “The most aggressive deployment of standard

platforms is taking place in the areas of the network where IP transport is a critical factor. For example, IMS and core data elements now have increased flexibility to manage traffic and deliver new services due to the de-coupling of software from proprietary server platforms.”

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

About Emerson Network Power

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