

**2009 Global Gigabit Ethernet Test Equipment
Price Performance Value of the Year Award**

VeEX Inc.

The 2009 Frost & Sullivan Price Performance Value of the Year Award in the World Gigabit Ethernet test equipment market is presented to VeEX Inc. (VeEX). The award is in recognition of the company's ability to provide superior value to customers. In addition to focusing on providing value-added services such as free online training and certification, 24/7 customer service and standard 3-year warranty, and meeting changing customer needs, the company is uniquely committed to offer a higher price/performance value to customers than its competitors.

VeEX's Price Performance Value Strategy

While the price difference between VeEX's products and comparable products from competitors has typically been in the 10 to 20 percent range, often reaching 30-40 percent, research indicates that in the Gigabit Ethernet test equipment market, VeEX's products are priced on average 40 percent lower than comparable solutions from the competition.

Offering quality products featuring the capabilities customers are looking for but at a lower price than the competition has led to increased recognition for VeEX in the communications test equipment industry and more particularly in the Ethernet test equipment market. Key products for the company's performance in the Gigabit Ethernet test equipment market in 2008 were the MLX300, which is a 10G Loopback device, the MX300, which is a 10/100/1000 Ethernet and 10G Ethernet test product, and the TX300 that supports 10/100/1000 Ethernet, 10G Ethernet, OC192 SONET/SDH and 1/2/4/10G FC.

Figure 1-1 highlights the key features of VeEX's Ethernet test product portfolio and compare their price to comparable solutions from the competition.

**Figure 1-1
Gigabit Ethernet Test Equipment Market: Comparison of VeEX' Ethernet Product Portfolio with Competitive Solutions (World), 2008**

VeEX Ethernet Products	Key Features	Average Price	Competitive Product(s) with Comparable Feature Set	Average Price of Competitive Product(s)*
MX100	10/100/1G, multi stream RFC2544,	\$3,800	Competitive Product A	\$6,000
			Competitive Product B	\$8,000
			Competitive Product C	\$6,000
			Competitive Product D	\$6,500
MX120	Same as MX100 but Dual Port	\$6,000	Competitive Product A	\$12,000
			Competitive Product B	\$9,000
MX300	10/100/GbE, 10GbE	\$20,000	Competitive Product A	\$35,000
			Competitive Product B	\$40,000
MLX300	10G Loopback Device	\$8,500	Competitive Product C	\$38,000
			No competition	
TX300	SONET/SDH, Ethernet, Fiber Channel	\$38,000	Competitive Product A	\$60,000
			Competitive Product B	\$68,000

Some of the strategies implemented by VeEX to “do more with less” include the use of new technologies such as FPGAs as well as its focus on latest technologies for mainstream items like CPUs, batteries, chipsets, etc. The company also focuses on balancing feature and price: no decision on features is made without considering the cost element to it. They also take into consideration the applicability of a feature to various products.

Timely Response to Customers

Since its foundation in 2006, VeEX has demonstrated its ability to react quickly to any urgent client request, maintaining the highest level of operational readiness and execution. It provides non-stop, 24-hour support to its clients that include discussions with each customer on best-suited solutions to their needs, as well as supporting them in their implementation process.

VeEX strives to offer better customer service than its rivals by training its extensive network of experienced partners and distributors (approximately 85 around the world) in order to retain its customers and achieve the highest customer satisfaction.

Customers’ response to VeEX’s offering has been very encouraging with orders pouring in from leading service providers around the world. Over the past year, the company added between 150 and 200 new customers to its customer base. An important factor behind the rapidly increasing recognition of VeEX among customers is its close working relationships with them. However, the key reason behind its success is the company’s ability to provide quality products with many features but at a lower price than the competition. Also, the company’s ongoing R&D efforts ensure a strong future for the company in the world Gigabit Ethernet test equipment market.

Conclusion

VeEX is being increasingly known around the globe for providing innovative measurement solutions for testing next generation communication equipment and networks. Its strong research efforts, complemented with partnerships for distribution, will be instrumental to ensure its growing presence in the world Gigabit Ethernet test equipment market. Today, Frost & Sullivan is proud to present the 2009 Frost & Sullivan Price Performance Value of the Year Award in the World Gigabit Ethernet test equipment market to VeEX.

Award Description

The Customer Value Enhancement Award is presented each year to the company that has best demonstrated the ability to expand its customer base, while maintaining its existing customer base, with more innovative value creation and enhancement strategies than competing vendors. This Award recognizes the company’s successful sales entry, customer acquisition and service strategies, and

the degree to which those strategies have met customers' stated needs and requirements. Such strategies are expected to significantly improve customer interaction and contribute to customer satisfaction.

Research Methodology

In order to select the Award recipient, analysts quantify several market factors for each market participant according to predetermined criteria. Through primary and secondary research methods, all companies' market position and market growth are tracked, and those exhibiting significant growth are noted. Company's customer base and revenues are compared year on year to monitor customer response and market expansion. When a company continues to demonstrate solid growth rates, from market expansion and customer retention, it is a candidate for the Price Performance Value Leadership Award.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine the final Award rankings in this category. The recipient of this Award has excelled based on one or more of the following criteria:

- Price
- Features
- Ease of use
- Service support
- Product matched to client needs

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Frost & Sullivan

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

www.awards.frost.com