



*The Verification Experts*

VeEx Inc: Recipient of the  
2009 Global xDSL Test Equipment Entrepreneurial Company of the Year Award



*"We accelerate growth."*

## 2009 Global xDSL Test Equipment Entrepreneurial Company of the Year Award Award Recipient: VeEX Inc

### Award Description

Frost & Sullivan's Entrepreneurial Company of the Year Award is given to a small, emerging technology company with a vision that has enabled it to nurture the development of a key technology, and also allowed it to grow despite the inherent odds confronting small companies. This award signifies recognition of the company's identification of a unique or bold product or service solution with significant market potential, and then successfully meeting the challenges that are associated with bringing it to market.

### Research Methodology

Award recipients are evaluated on several stringent requirements by Frost & Sullivan's analyst team, which includes tracking technology and market developments with predetermined qualitative and quantitative measurement parameters. The selection process includes primary participant interviews and/or interviews with end users, distributors and suppliers, as well as extensive primary and secondary research via a bottom-up approach. The analyst team utilizes several measurement parameters for each entrepreneurial company before selecting the final award recipient. This process includes paying close attention to the success of the combined operation and benchmarking participants' commercial and marketing strategies, versus their competitors to arrive at a final ranking. Only once due diligence in terms of all selection criteria have been thoroughly executed, do Frost and Sullivan analysts select the best performing, most innovative, high growth potential company for the entrepreneurial company of the year award.

### Measurement Criteria

The successful recipient of the Entrepreneurial Company of the Year Award excels in one or more of the following criteria during which the analyst teams may apply weights to each criterion as appropriate for the industry, company size, or market condition.

- Product or technology novelty
- Technological innovation within the industry
- Time-to-market
- Market penetration vs. potential
- Strategy execution as defined in the business model
- Increased name/brand recognition
- Uniqueness of corporate culture

Based on research performed on the global xDSL (variants of DSL) test equipment market, Frost & Sullivan 2009 Entrepreneurial Company of the Year Award is bestowed upon VeEX Inc. for its' vision to develop the VePAL BX100V, a key product that enabled stimulated customer adoption, market penetration and revenue growth despite the odds confronting it in an established industry. The company's first generation DSL product, the VePAL BX100A addressed the testing requirements for ADSL/2/2+ deployments.

VeEX Inc., (VeEX), a relatively new entrant in the communication test equipment market, has been gaining and achieving significant presence in the Europe and Asia Pacific regions since its' sales operations commenced in 2006. With an annual revenue growth exceeding 100% since its inception, VeEX has continued to make an impressive entrance into the broadband test equipment market. The

dominance of DSL subscriptions in the total broadband subscriber base at an overwhelming 65.0 percent in 2008, motivated VeEX to develop the VePAL BX100V, a newer, more powerful and flexible xDSL product that enables service providers to test a full range of transmission and triple play services during the installation, commissioning and maintenance phases.

### **Value Added Features**

Compared to other testing solutions in this market, the VePAL BX100V offers both customer premises equipment CPE and central office (CO) emulation capabilities, a significant feature serving the requirements of network equipment manufacturers and service providers alike. Standard deliverables include the powerful ReVeal™ PC software that increases the overall performance and application of the product. The software enables pre-programming of test profiles complete with preset measurement thresholds which are very useful in managing field test applications. Test result transfer to the ReVeal™ PC software for comprehensive post-analysis/processing and report generation is possible using either the File Transfer Protocol (FTP) server upload utility, universal serial bus (USB), or 10/100T Ethernet management port.

Typical problems associated with Voice-over-IP (VoIP) CPE installation are addressed by using three powerful test modes and software options, in a variety of test environments that have either Ethernet and/or DSL test interfaces. Additionally, the WiFi option is extremely useful for operators installing and troubleshooting WLAN hotspots connected to DSL lines.

### **Enhanced Price Performance Value**

Since March 2008, the global acceptance of VePAL BX100V has been especially noteworthy. VePAL BX100V has enabled VeEX to increase its DSL product installed base and revenues across the globe, particularly in Europe and Asia Pacific where large operators have approved the product after lengthy and rigorous field trials. The success can be largely attributed to the flexibility and the overall better price/performance ratio the product offers compared to other competing products in this segment. Due to a range of carefully priced software options and various hardware and production cost saving initiatives, VeEX have been able to leverage this cost-sensitive product in emerging markets that are sensitive to price, especially where sales are done through tender processes.

In order to boost the product performance and test applications of the VePAL BX100V, VeEX Inc. chose early to cooperate with Aware Inc. during the 2nd generation product design phase. This strategic technical partnering resulted in superior functionality from technology which is tried and tested. The Infineon/Aware chipset for VDSL2/ADSL2+ applications and the optional patented DSL Diagnostic Software, allows service providers to use intelligent technology to perform both transmission testing and physical layer prequalification and post-installation analysis of the local copper loop in a single unit. These optional capabilities have ensured that the new product out-performs existing products in the xDSL test equipment market.

### **Business Model Strategy**

Through experience, vigilance and awareness of the challenges that exist in this competitive market, VeEX has once again ensured that its product offering remains both competitive and at the “cutting edge” versus other instruments and models available in the handheld segment. Careful product pricing, feature set positioning and key account management has proven to be a valuable combination. This strategy coupled with best-in-the-market features has been the reason for significantly increased market share and revenue for VeEX in 2008. From a service provider viewpoint, the new product offers strong basic features that fulfill and enable simple DSL turn-up, while an array of software options provide a cost effective upgrade path for the deployment of triple play services across DSL, Ethernet and WiFi technologies. To ensure customer satisfaction and retention, VeEX strives to offer better customer

support than its rivals by training its extensive and experienced partners and distributors.

## Conclusion

The increase in broadband subscriber base is largely driven by triple play deployments, which, in-turn, has led to more demanding testing requirements and the need for simple yet advanced solutions for installation and maintenance of next-generation networks. VeEX's latest DSL product, the VePAL BX100V, portrays innovation in a market that is already saturated with various instruments. Only by carefully observing and addressing the critical testing needs of service providers' installation and maintenance tasks, has VeEX become a prominent supplier in the competitive xDSL test equipment market.

Hence, VeEX is the worthy recipient of the 2009 Frost & Sullivan Entrepreneurial Company of the Year Award in the world xDSL test equipment market.



### About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

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