

As the only complete End-to-End Solution from Satellite to the Home that Monitors Video Quality and Video Analytics for Telecommunications Service Providers, IneoQuest Technologies is well positioned for Growth

Technology Telecommunications

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Calvin Harrison
COO

BIO:

As IneoQuest's Chief Operating Officer since 2010, Calvin is responsible for leading IneoQuest's daily operations, as well as overseeing the strategic development and execution of the company's corporate and product initiatives. Calvin previously served as Vice President of Marketing and Business Development from 2008 to 2010, where he oversaw the strategic positioning of IneoQuest and its growth into the global leader in Video Quality and Service Assurance solutions. Calvin brings over 23 years of experience in the technology industry and a wealth of leadership and business expertise to the IneoQuest management team.

Calvin's professional experience prior to IneoQuest ranges from the negotiation of mergers and acquisitions to advanced Research & Development engineering at companies, such as Motorola, Freescale Semiconductor, Surgient Networks, and Zilog Semiconductor. This experience includes closing multi-million dollar OEM and strategic partnership agreements, international business development and management, product marketing, program management, professional services, and holding four design patents.

Calvin holds a Bachelor' degree in Electrical Engineering (cum laude) and Master of Business Administration (magna cum laude) from the University of Texas at Austin.

About IneoQuest Technologies:

As the proven global leader in video quality and service assurance, IneoQuest offers technologies and solutions that enable our customers to monitor, gather, aggregate, and analyze video data across their networks, providing the business intelligence needed to make better business decisions for delivering the highest quality video experience while controlling operational expenditures. The company offers a unified business solution for traditional broadcast and multiscreen video services, including end-to-end network monitoring and business intelligence, aimed at improving the quality and delivery of video, so companies can enhance the customer experience.

Through the software and hardware products it manufactures, the service

it delivers, and cutting-edge video network intelligence it provides, IneoQuest is committed to increasing our customers' return on investment (ROI) so that they can improve their quality of service (QoS) and increase their customers' quality of experience (QoE). Clients include service providers, broadcasters, content providers, government, and enterprises.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Harrison, your website indicates that IneoQuest is the global leader in video quality and service assurance. How so?

Mr. Harrison: We help ensure the delivery of video for the world service providers; people like Comcast, British Telecom, SingTel, Rogers, Time Warner, you name it. All of the big telecommunications service providers, whether they are cable, telco, satellite or anyone delivering video, we can ensure their quality and actually give them analytics that tell them about their subscribers' experiences from a quality perspective- is it good or is it bad, and so on.

CEOCFO: What specifically are you doing to ensure the quality of video? Why do they need you as opposed to just sending video the way that they have been?

Mr. Harrison: Our tools monitor passively, so that we are not interfering with any of the video delivery. Our tools allow our customers, the service providers, to pinpoint exactly where there is a problem and go address it without having their customers, the

person watching TV at home, sit and wait for hours for a truck to show up and come fix the problem. We help our customers improve their subscribers' experiences and help them to save money. Other examples are Video on Demand (VOD). When a consumer tries to watch a video on demand, and it does not work, we can alarm and relay that information to our customer and they can then proactively respond and reach out to the consumer, letting them know that there is a problem.

CEOCFO: Are you actually making the corrections? Is it the software that IneoQuest provides that is on the customers' site that automatically does it?

Mr. Harrison: We actually provide hardware and software for both traditional TV delivery and for all the new over-the-top (OTT) adaptive streaming video. For mobile clients and iPhones and iPads, we ensure any kind of video delivery. However, we do it with hardware and software probes that sit in the network and actually watch the traffic. That information from those probes gets collected and sent to our enterprise software. Our software then aggregates information from many different locations and different points in the network, puts it all together and tells the service provider what the quality of HBO is across their network and, if there is problem, where the problem is. Therefore, it is a combination of hardware and software from IneoQuest that our customers access and look at via either alarms or reports that tell them what the quality has been for the last day, week or month.

CEOCFO: What is the competitive landscape?

Mr. Harrison: We have different competitors in different points of the video delivery network. However, at IneoQuest we pride ourselves on being number one in this market, according to Frost and Sullivan and other industry analysts. We have the only complete end-to-end solution, from satellite to the home, which monitors video quality and video analytics.

That is whether you are in the home or on a mobile device.

CEOCFO: How do you reach potential customers? Whom is left to reach?

Mr. Harrison: That is a great question. Part of our growth is being fueled by worldwide sales of our traditional linear TV delivery. There is a lot of growth going on in Latin America, Russia, India, and all of the BRICS countries, so there is a huge need there. There is also need for a product that people continue to buy to cover regulations like the CALM act, where the government had recently proposed and enacted a law that says

"However, at IneoQuest we pride ourselves on being number one in this market, according to Frost and Sullivan and other industry analysts. We have the only complete end-to-end solution, from satellite to the home, which monitors video quality and video analytics. We are viewed as a small company that is the world leader in video delivery expertise and quality. We help the Tier One service providers all over the world solve the specific problems they have that are affecting their business and revenue. We are excited about the future of video."

- Calvin Harrison

commercials cannot be too loud. Our solutions help service providers, if their commercials are too loud, find out where their problems are and what they can do to address it. We sell directly and with channel partners' worldwide. The next phase of video monitoring is the new "craze" of what is called adaptive streaming. That is being able to watch a video on your iPhone, iPad, or Android device, and being able to watch it in your home or outside of your home. Our tools and techniques provide the quality measurement and the analytics; who is watching what, where, when and how often. These are the video analytics we are capturing and then providing them to our customers.

CEOCFO: Do most of your customers take advantage of the analytics solution or is that part of the whole offering?

Mr. Harrison: It is part of the whole offering.

CEOCFO: You have been COO since about 2010. How has the company changed under your leadership?

Mr. Harrison: I have been in the lead position at IneoQuest for the past year, actually acting as the interim CEO since February of last year. During that time frame, from a revenue and booking standpoint, we have had four record quarters and we have exceeded our annual numbers. In parallel, I have built out and hired a very senior professional management team where I have hired VP of Worldwide sales, which we did not have in the past. We have had sales executives in regions, but we did not have a single person responsible for the world with the experience to drive channels and the partners that we needed. I also hired a single VP of Engineering. In the past I had three different VPs of Engineering and three different product segments. Therefore, I moved all of that underneath one leadership position, then went out and got senior leadership, another VP of Product Management and Marketing, to roll up what were two different groups- a product marketing team and a product management team, underneath one umbrella. Now I have three VPs, of sales, product management and marketing and engineering, that work together to define the roadmap, deliver products for customers in their expected time frames, and hit our commitments and deliverables. It has been a change from the entrepreneurial side of the company. When I started six years ago at IneoQuest, it was very small and we were growing fast. Now we are putting in place the infrastructure necessary to grow in scale to reach the next level that we are shooting for in terms of revenue and bookings.

CEOCFO: What are the intangibles that you have looked for in the people that you have added to the company?

Mr. Harrison: Accountability and ownership. My viewpoint is not to micromanage. I like to look for people that will own their word, are responsible, accountable and do what they say they are going to do. My commitment is to clear hurdles for our people so that they can go do their jobs, as long as they stay within the bounds of the goals that we are shooting for. I believe that IneoQuest can grow and be more successful when we have the right leaders in the key jobs and we let them do what they were hired to do.

CEOCFO: Are there tweaks, additions or new parts that you would like to add to your service or that you are working on now?

Mr. Harrison: Yes. We are constantly evolving. We are the only company in what is called adaptive streaming, the over-the-top video monitoring space that has an end-to-end solution. IneoQuest is adding some new capability to allow our customers to cover more monitoring points faster and cheaper, so that we can scale and our customers can scale. We are also improving the network speeds of our devices from 10Gb to 40Gb, so that we can look at faster video delivery. We are looking at different markets and different aspects of certain markets like the mobile video monitoring space, including consumer analytics in the mobile space that we can provide to our customers so they can better monetize their service offerings based on real-time information. We have got a few other things working, but I probably shouldn't give too much information away at this time.

CEOCFO: Are companies that are potential customers in the emerging countries aware of the need for this type of video monitoring service, or do you first have to explain why they should be monitoring video quality and service and then sell your company?

Mr. Harrison: Two to three years ago, we were having to explain why they should be paying attention and monitoring video delivery. Now, most people worldwide understand the need. When they see video consuming ninety percent of their bandwidth on their networks they realize the need to understand what it is doing, what the quality of it is, how it is affecting their customers and how important that is in reducing churn. They do not want to be blind to the most important thing traversing their networks for their customers. The other reason why it is so critical is that you now have satellite providers fighting IPTV companies, fighting cable companies, and now you have this new paradigm of the over-the-top companies, like Netflix and Amazon Prime, who are also delivering video. One way that our customers can differentiate themselves is by ensuring the quality of that video delivery to their customers and making sure that they have a good experience.

CEOCFO: How is business these days?

Mr. Harrison: Great. As I was saying, we had four record quarters and a record year last year during what could be considered a tough macro-economic economy. We are projecting double digit growth again this year.

CEOCFO: Why does IneoQuest stand out for investors and people in the business community? What makes you a special company?

Mr. Harrison: We are still small, fast and nimble. We have been doing nothing but digital video for ten years. We have been asked to do data and voice, but we decided to focus strictly on video. We are viewed and recognized as the leader in this space. As new video delivery mechanisms evolve, such as over-the-top, they inherently come with numerous new issues to resolve, and the cutting-edge companies that are early adopters in this space actually come to us first for help in understanding and resolving the problems. We are viewed as a small company that is the world leader in video delivery expertise and quality. We help the Tier One service providers all over the world solve the specific problems they have that are affecting their business and revenue. We are excited about the future of video. I am sure that all of the readers will agree that there are numerous new ways of watching and accessing video that is available to them. They can now access video at any time on their tablets or smart phones. One of the important things for the service providers is monetizing these new video delivery mechanisms. If any of your readers are working with customers and partners that are in any kind of video delivery space, I would love for them to consider talking to us about ways that we could help them.



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