

AXIROS AT A GLANCE



POSITION

Market leader in Europe in auto-configuration solutions based on the number of provisioned CPEs and operators using Axiros products exclusively for CPE management

MILESTONES

2002
Founding of Company after developing broadband network and policy management solutions for BRASes

2003
First large deployments in the field of Open Enterprise CPE Management (T-Systems International, others)

2004
Integration of TR-069

2005
First European carrier grade TR-069 ACS product

2006
First European fully standard compliant TR-069 productive deployments

2007
European market leader in TR-069 technology based solutions

2008
Worldwide first TR-069 deployment in cable business with German incumbent (Kabel Deutschland)

2009
Worldwide first hybrid TR-069 / non TR-069 productive large scale deployment of Cisco business router and Metro switches at Dutch incumbent KPN

2010
Deploying Real-Time Quality of Experience Monitoring via TR-069. Axiros invented technologies allowing not only to continuously monitor millions of devices but also to do this fully transparent to any existing ACS

CUSTOMERS

Worldwide broadband operators, service providers and telecom integrators, like KPN, Kabel Deutschland, Deutsche Telekom, Hellas Online, UNE, UnityMedia, Sonaecom, Telez or Versatel.

MANAGING DIRECTORS



Gunther Klessinger
Managing Director Innovations



Marat Azizov
Managing Director Development



Kurt Peterhans
Managing Director Operations

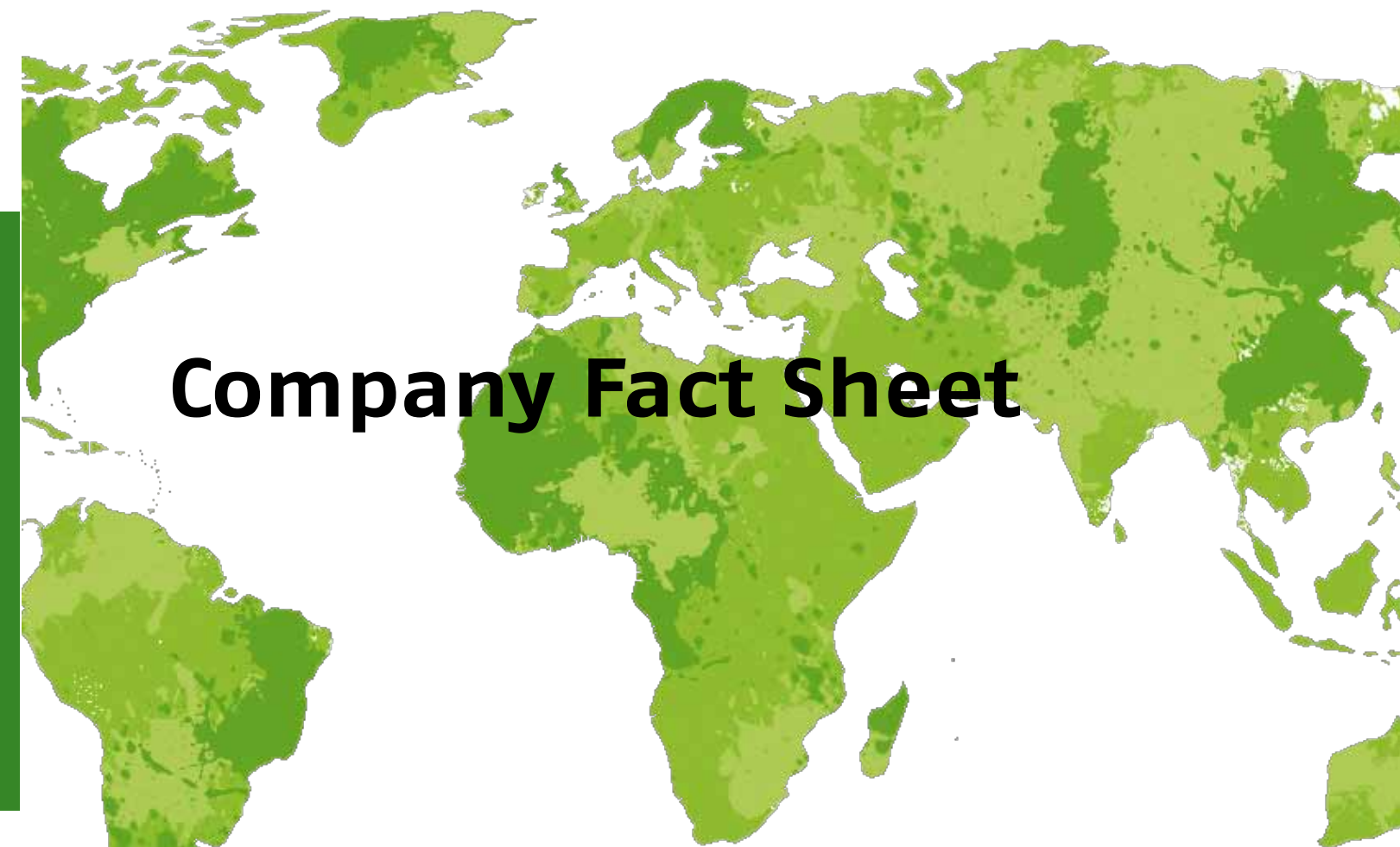
OWNERSHIP
100 % management-owned
100 % self-financed and operated

LOCATIONS
Headquarters: Munich (Germany)
Development: Kazan (Russia)

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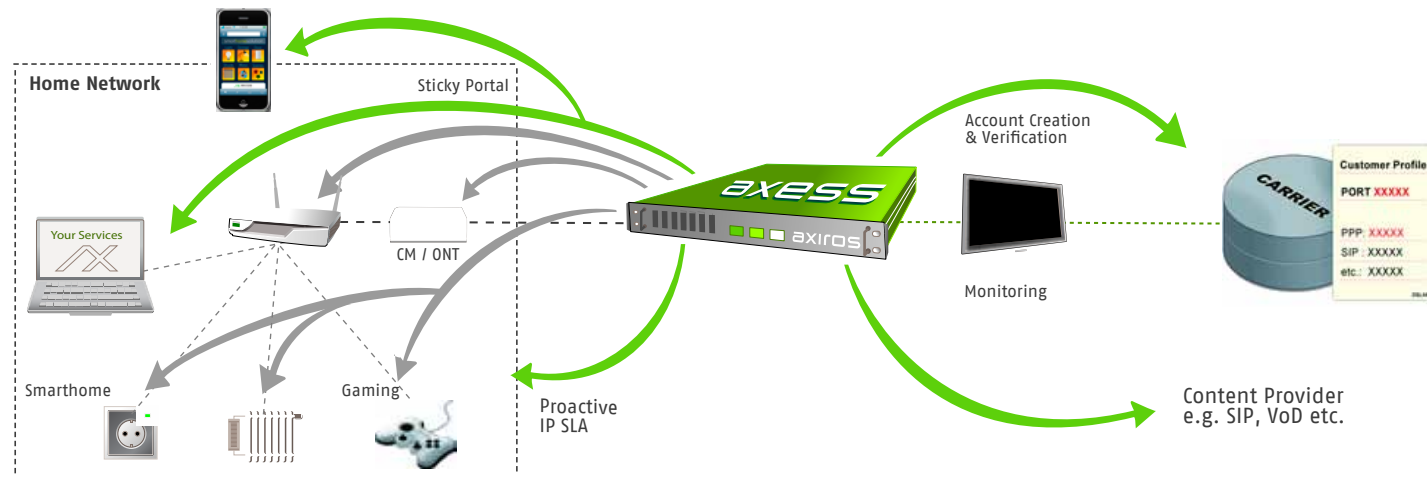
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Company Fact Sheet

Device Management
Based on TR-069 and beyond

Lasting Profit with Axiros management solutions



LASTING BENEFITS

PHILOSOPHY

Axiros GmbH is a software development company based in Germany – focussed on central CPE and TR-069 management.

Axiros GmbH follows the principles of German engineering ethics – we are committed to quality, responsibility and reliability.

Axiros strives to be the best in the field – we claim supremacy in Device Management.

Axiros is driven by results – we are convinced that only effective results make the difference.

Axiros views its customers as business partners – we conduct business in a clear, open, bold and trustworthy way.

Axiros is 100 percent management owned and self-financed – we act in a flexible, fast and sustainable way.

CUSTOMER VALUE – FIRST AND FOREMOST

“At Tele2 we consider perfectly managed subscriber devices as mission critical for our success.

After evaluating other CPE management solutions we chose Axiros AXESS, since it's simply best suited to provision, add value and proactively monitor our IP based services within our networks, directly on our subscribers' devices.

We consider AXESS as the currently best subscriber device management system on the market, regarding supported CPEs, scalability and flexibility!”

Robin Vleij – System Specialist VoIP, Tele2 AB

axiros Product Line

AXESS.GSM	Generic Service Management
AXESS.GDM	Generic Device Management
AXESS.ACS	TR-069 ACS
AXTRACT	Real Time QoE Monitoring
AXCEPT.DHCP	Rich DHCP Server
AXCEPT.RADIUS	Carrier Grade RADIUS Server
AXCEPT.DOCSIS	Cable Modem Provisioning
AXPAND	Legacy Device Management
AXACT	TR-069 Stacks
AXCLUDE	TR-069 ACS Firewall
AXPERIENCE	Smart Home Services



KEY ADVANTAGES / USPs

WORLD RECORD PERFORMANCE

Perfect CPE management is more than just initial provisioning and an IP update per day.

Central subscriber portals, proactive IP service level monitoring and/or value added services require performance currently only AXESS provides.

The whole AXESS server's architecture is solely focused on highly scaled open Device Management, designed and continually refined since 2001. That's key for setting the benchmark, with more than 5000 hits per second per server node – for millions of devices under perfect management.

Your lasting advantage: Beyond first time provisioning, AXESS provides the performance to fully benefit from perfect subscriber device management!

WORLD RECORD INTEROPERABILITY

TR-069 is, like SIP, only loosely specified and therefore leaves degrees of freedom for ACS server vendors to reject CPEs for various reasons.

Many server vendors claim to be open – we guarantee it in our contracts:

“Should a TR-069 Remote Procedure Call or parameter not work out of the box with any Axiros.AX product and but it works against any other ACS then Axiros provides support for the functionality within 10 working days, via a software patch or update – free of charge!”

Any interoperability is also Axiros.AX Interoperability.

Your lasting advantage: When it comes to CPE decisions you have the freedom of choice - perpetually!

NO RESTRICTIONS, NO TIE-UPS

TR-069 transport is perfectly suited to conveniently manage large numbers of devices in a secure way and Axiros delivers the fastest and most interoperable transport stack in the world.

TR object model specs (like TR-098, 104, 135...) however impose the same problem as SNMP MIBs:

1.) Advanced features on the devices can't be addressed by hierarchical indexed key value pairs

2.) Just like MIBs the TR-069 data models went disjunct, especially between different vendors.

Already faced index number problems between devices of two vendors?

While AXESS ships with a unique built in auto reindexing feature, there is yet a more elegant way to generically manage large numbers of devices of different types and vendors, while still keeping your database meaningful:

Just in time compilation of device specific workflows directly on the server!



Your lasting advantage: Meaningful data, no transport overhead, focus on your workflows - and all features of your devices fully manageable, by definition!

INSTALLED BASE SUPPORT

The AXESS CWMP Proxy together with the AXESS Workflow Engine is able to seamlessly support your installed non TR-069 CPEs. AXESS is able to perfectly manage hundreds of thousands of devices via synchronous protocols like TELNET or SSH.

Your lasting advantage: Investment protection - no need to upgrade your installed base!