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## **QUAD Cites Top Obstacles Service Providers Face in Adopting Triple Play**

***Vendor offers solution to common marketplace challenges such as cost and reliability***

**IRVINE, CA – March 6, 2006** – Cable and telecom companies and other service providers will face several challenges in 2006 in deploying and supporting the Triple Play (voice, video and data), according to QUAD.

The developer of an innovative Converged Delivery Platform (CDP) that simultaneously hosts rich content and delivers enhanced IP services in one seamless system, QUAD cites several roadblocks service providers face in their efforts to supply users with multiple, enhanced IP services. Those challenges include:

1. **Time to Service:** Today, service providers employ systems integrators to select and integrate disparate products to build systems that can deliver enhanced IP services. This is a time consuming process
2. **Cost/ Revenue/ Profitability:** Service providers are often forced to 'overbuy' specific components, such as storage arrays and processors, in fixed configurations. This results in overspending on a given service
3. **Scalability:** Scaling a system to a large number of users generally forces downtime, resulting in a loss of customers and revenue. Service providers often have to scale a new service in large increments due to the size of available equipment options, thereby putting large amounts of capital at risk
4. **Security:** Security breaches have become more prevalent and costly in recent years. The impact of a breach results in lost service and potential liability
5. **Future Proof:** There are no integrated platforms currently available that provide the ability to share data and resources efficiently between applications. Building efficient Enhanced Services Delivery Platforms, such as those required to support IP Multimedia Subsystems (IMS), requires costly and complex system integration

QUAD suggests service providers adopt pre-integrated systems that enable fast deployment in success-based increments. Single diagnostic and management interfaces, carrier class reliability, and non service-impacting field repair also result in lower operational cost -- and more importantly, customer retention. In addition, an intelligent, balanced integration of the functional components required to provide enhanced IP services such as VoIP and IPTV, will provide the lowest capital cost to support a user, while substantially reducing operational costs.

"Complete, converged solutions are necessary to compete in today's market," said Phil Thomas, CTO of QUAD. "A war is raging among traditional service providers, such as Verizon and Comcast, and new service providers like Google and Yahoo, to meet customer demand for communications and entertainment content. Our experience as a former enhanced IP services company inspired us to create a platform designed to meet the needs of service providers as they compete to deploy multiple IP services over wired and wireless infrastructures."

For more information on QUAD, please visit [www.quadcdp.com](http://www.quadcdp.com).

### **About QUAD**

The QUAD product offering is the result of a commitment by management to deliver a fully integrated, high performance, low maintenance solution for the service provider market, based on their own past experiences as owners and operators of an Internet Service Provider business. QUAD's proprietary technology uses Fibre Channel to combine all the critical hardware components (switches, servers, storage, and other communications capabilities) needed to run a service provider business into one standard rack-mounted chassis. Such an integrated system can dramatically reduce the equipment cost, operational cost, and turn-up time required to bring a new service on-line. QUAD is located at 1150C Main Street, Irvine, CA 92614. Phone: (800) 769-8325, or visit [www.quadcdp.com](http://www.quadcdp.com).