BROAD FORWARD

Telco veteran and broadband expert Steven van Zanen joins BroadForward

Former Acision Head of Mobile Broadband Steven van Zanen joins BroadForward to lead product management, marketing and strategy.

AMERSFOORT, The Netherlands, October 1, 2012

BroadForward, the leading expert in broadband interfacing software, is pleased to announce the addition of a prominent telecom expert, Steven van Zanen to the management team.

Steven comes with extensive experience of the sector having led multiple innovations in mobile data, in areas such as mobile broadband, messaging and advertising. Over the past 15 years he has worked with the largest operators in the world and partnered with many leading product vendors. At BroadForward, he will take responsibility for the go-to-market strategy of the BFX product suite and lead the world's fastest and most advanced broadband interfacing products to the next phase in its development.

"We are delighted to have a telecom industry veteran with such a track record as Steven van Zanen joining our team. Steven is a strong product guy with a clear sense of direction and the ability to deliver a world class product. He has many years of experience in taking successful software products to market, from inception at the drawing board, all the way to taking it live together with the customer. I look forward to work together with him on the continued growth and success of the company" said Taco Schoute, CEO at BroadForward.

BroadForward was launched in 2011 to answer the need for fast, flexible and advanced broadband interfacing capabilities for operators, product vendors and system integrators. With the move to all-IP networks, mobile operators are unavoidably facing more frequent and increasing integration challenges. A key element is the lack of interoperability and flexibility among different product sets from different vendors. To address this issue BroadForward announced the first release of its flagship interface gateway product, BFX, in February of this year. BFX provides highly configurable interworking, conversion, aggregation, routing and enrichment functions for a wide range of protocols, such as Diameter, RADIUS, XML, SOAP, LDAP and SS7.

"It is crucial for operators to differentiate LTE subscriber offerings beyond bandwidth and performance. Many systems from different vendors across the operators' network need to work together to provide such capabilities. The lack of interoperability and flexibility between vendors and systems is a major inhibitor for service innovation in LTE and leads to additional high costs for all involved. BFX will have an immediate positive impact on time to market and the operators' bottom line. I am excited about the product and really looking forward to join the BroadForward team" added Steven van Zanen.

BroadForward is the leading expert in broadband interfacing products for operators, product vendors and system integrators. Through its BFX product suite, BroadForward provides fast and flexible interworking, conversion, aggregation, routing and enrichment functions for a wide range of protocols, such as Diameter, RADIUS, XML, SOAP, LDAP and SS7. BroadForward was founded by an internationally recognized team of mobile telecoms

experts with a track record in building carrier-grade, revenue generating products and services for global mobile operators. R&D at BroadForward is 100% focused on improvement of connectivity and enrichment of Broadband systems. BroadForward's software development is entirely done in The Netherlands.

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