Xena Networks named **global price performance leader** by Frost & Sullivan

Gigabit Ethernet test and measurement company earns prestigious title as global price performance value leader for third year running.

Boston, October 12, 2012: Xena Networks has won Frost & Sullivan's "**2012 Global Test Equipment Price Performance Value Leadership Award"** for their Gigabit Ethernet test equipment. This is the third time Xena Networks has won such an award from Frost & Sullivan.

In describing the award, Frost & Sullivan stated that Xena successfully maintains a fine balance between price and performance, providing a cost-effective and innovative product line that efficiently caters to the emerging needs of the global Ethernet test equipment market.

The new award is based on an evaluation of best practices across multiple business performance categories including price competitiveness, technical features, ease of use, service effectiveness and alignment with customer needs. Xena Networks won the award ahead of market leaders Ixia and Spirent.

"We are delighted," confirms CEO, Jacob Nielsen. "Winning such an award even once is a big honor - to produce a hat-trick confirms that our business and development strategy is a solid recipe for sustained growth and long-term success."

Xena's mantra is "value for money"

"We entered the market 10 years after our competitors who mainly compete against each other on the basis of features," explains Jacob Nielsen. "It was critical for us to differentiate ourselves so we chose to focus on delivering the best value for money on the core features that test engineers need all the time. We limited ourselves to Layer 2 and Layer 3 and provide free software, free tech support and a free hardware warranty on a product that's very easy to use."

Ease of use is essential

Ethernet testing is a technically complex field, so it is essential that great products are user-friendly.

"We try to ensure that ease of use is evident from the word go. We offer a simple product lineup so ordering our products is easy," adds CTO Hans Hurvig. "And once it arrives, we've worked hard to ensure the initial setup - i.e. installing the test unit and connecting it to the DUT, the GUI itself and right through to using its command line scripting capability (we support Tcl, Python, VBA, and Java), as well as the RFC2544 and RFC2889 testing is intuitive and well-documented."

Standout Xena Products

Products that warranted mention in the award are Xena's unique triple-speed 10-40-100G test module - the only Gigabit Ethernet test module on the market that gives testers 1x100G test port or 2x40G test ports or 8x10G test ports. In addition, Xena's 1U XenaCompact chassis was praised for its robust transportability and form factor, while its 4U 12-slot XenaBay modular chassis was commended for its low-cost scalability.

Exciting Development Roadmap

Xena is not planning to rest on its laurels. The company now plans to repeat its formula for success by developing a new platform that leverages the latest advances in Gigabit Ethernet technology, components and test architecture.

"The new platform will include testing for Layers 4 to 7, but our focus will once again be on delivering the functionality that most people need all the time, rather than simply following our competitors on a feature-by-feature basis," says Jacob Nielsen.

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About Xena Networks

Xena offers low-cost, full-featured products for testing L2-L3 gigabit Ethernet at all speeds up to 100Gbps. Our equipment is exceptionally to use, and is backed by a professional development team that is very responsive to customer requirements. We specifically aim to provide an exceptional price/performance ratio. In addition to a low port price level, Xena is unique in offering - as standard - no software or licensing fees, free lifetime tech support, free hardware warranty (12 months) and 36 months' free software upgrades.

Xena won Frost & Sullivan's "2012 Global Test Equipment Price Performance Value Leadership Award" - their third such award in as many years. They were also crowned as one of Red Herring's Global Top 100 tech companies. The company was founded in 2007 in Denmark and markets its products through a worldwide network of partners.