



***For Immediate Release***

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**UpRamp™ (sponsored by CableLabs) selects VelociData to the First Fiterator™ Cohort Connecting Emerging Technologies to the \$500 Billion Cable Industry**

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VelociData, Inc, inventor and leading provider of the world's most capable stream computing systems, and UpRamp™, a platform that connects startups to the [\\$500 billion](#) worldwide cable and broadband industry, have announced VelociData's participation in the first class ever to take part in the UpRamp Fiterator™ program. "The Fiterator program concentrates on small cohorts of startups to give these emerging tech companies the biggest possible impact," said UpRamp Managing Director, Scott Brown.

"VelociData's unique streaming compute system makes it possible to ingest, secure, analyze, and act on Big Data *while it is in motion*," said Barry Rudolph, VelociData's CEO. VelociData-based solutions dramatically reduce decision latency by eliminating the need to store the data in order to operate on it. VelociData's technology has been providing enterprise-class solutions to FinTech and core IT operations by managing data flows in the world's most demanding environments.

The MSO market is experiencing exponential growth in network size and complexity. Gartner recently reported that over 5 million new devices are attaching to the internet each day and this number is growing exponentially. Many of these devices are attaching wirelessly to networks provided by the MSO industry. This kind of hyper-growth requires innovation to keep from drowning in data while managing delivery networks and improving customer quality of experience (QoE).

Capturing the business value of Big Data is a hard problem and using conventional technology requires a large amount of hardware, software, and advanced technical skills. Solving this problem

requires systemic innovation. From data preparation, transformation, and analytics through to machine learning, decision, and action, a solution requires the ability to work with data as it is moving. VelociData's unique decision acceleration and automation technology solves that problem and enables customers to use Big Data to significantly reduce costs, minimize risk, improve customer care and engagement, and enhance utilization of resources, people, and capital.

For the MSO market, a single, coherent and managed end-to-end view is required. This can change the game, eliminating unneeded customer support calls, reducing frustration with complex calls and handoffs to multiple support skills, and reducing the number of first-time truck rolls and repeats all while the network is experiencing unprecedented growth.

"As streaming data sources and types proliferate on the Internet of Things providing ever more actionable information, there is a growing gap between the availability of raw Big Data and how and when it can be leveraged ... and we are closing that gap!" remarked Rudolph.

#### **About VelociData, Inc.**

VelociData provides best-of-breed and most capable stream computing technology. Able to ingest and operate on massive amounts of data in real time without slowing the data down enables an entirely new way of managing and optimizing the network. Ingesting, transforming, securing, analyzing, and acting are key core capabilities of VelociData systems that deliver the Four C's of IoT Operational Management – Capture | Curate | Correlate | Command – at the speed of data. For more information, please visit [www.velocidata.com](http://www.velocidata.com) or email [info@velocidata.com](mailto:info@velocidata.com)

#### **About UpRamp, Inc.**

UpRamp was founded to skillfully connect startups and cable operators in order to amplify innovation that improves people's experience with cable. This is a new kind of accelerator for later stage emerging technology companies, designed to amplify startup success by guiding them to the world's largest and most powerful broadband network. UpRamp was built to fill the gap between a startup's time in a classic startup accelerator, and their ability to scale a business for the massive cable and broadband industry.

For more information or to apply for the Fiterator, visit [www.UpRamp.com](http://www.UpRamp.com) or email [info@upramp.com](mailto:info@upramp.com)