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Extreme Networks Introduces Purview™, Delivering Breakthrough Network-Powered Application Analytics to Enable Greater Business Performance

Massive volumes of application usage data collected, analyzed and reported by Purview™ to help focus organizations on improving user experience, engagement and organizational efficiency

SAN JOSE, Calif., Feb. 4, 2014 /PRNewswire/ -- [Extreme Networks®](#) (Nasdaq: EXTR), a leading provider of high performance networking solutions, today introduced [Purview](#), a first-of-its-kind solution built on patented ASIC technology. Purview provides visibility into application use across the network, helping organizations in four ways: improving the experience of connected users; enhancing organizations understanding of user engagement; optimizing application performance; protecting against malicious or unapproved system use. By using Purview, organizations are better able to deliver significant improvements to their critical technology assets.

(Logo: <http://photos.prnewswire.com/prnh/20140204/NE58480LOGO>)

In today's highly connected, and overly stimulated world, it is exceedingly difficult to measure user engagement, improve the mobile and social user experience, and ensure the integrity of mission critical networks. Purview uniquely addresses these complex requirements by integrating with network data that carries context of users, devices, locations and applications in use. Purview captures network data and then aggregates, analyzes, correlates, characterizes, and finally reports; providing unprecedented insight into how and why systems and users perform. Purview leverages breakthrough technology to bridge the gap between IT network management, security, and business intelligence through a single integrated view. Purview helps organizations improve user experience, while meeting the growing needs of network users, and improving network performance. The benefits of Purview can be realized with Extreme Networks solutions, or networks from any other Ethernet switching vendor.

"We want to deliver the most immersive and connected experience for our fans at the stadium and Purview from Extreme Networks can help enhance the fan experience through its advanced analytics capabilities," said Michelle McKenna-Doyle, CIO of the National Football League. "In delivering insight on user application preference and usage, our teams are able to best use the Wi-Fi technology to deliver an exceptional game day experience."

Purview is the official Wi-Fi analytics solution for the [National Football League](#) (NFL), available to all 32 teams. Purview is currently deployed across four NFL stadiums, and Purview provided the Wi-Fi analytics for the NFL at Super Bowl XLVIII, as shown in the infographic.

"With the explosion of enterprise mobility, social and collaborative applications, network infrastructure is now viewed as an enterprise IT asset and a key contributor to optimizing business applications and strategic intelligence," said Rohit Mehra, vice president, network infrastructure, IDC. "Solutions such as Purview are unique in terms of providing rich application analytics integrated within a network management platform, so enterprise IT is enabled with deep visibility and control of data, applications and users, for better business decisions, easily and efficiently."

"We believe that the better the connection, the better the experience," said Chuck Berger, president and CEO, Extreme Networks. "To guarantee a better user experience, the enterprise must see the network as a strategic business asset. With Purview, we have introduced a groundbreaking offering that leverages the network to empower customers and partners to improve interactions with end users, enhance engagement and optimize system efficiencies. This deeper level of insight allows organizations to rapidly make well-informed decisions aimed at improving the user experience."

Purview is capable of collecting, analyzing and reporting application data from the entire network, including wired and wireless devices and core/data centers.

Key Facts

- Purview provides four sets of unique benefits:
 - Business analytics - Measure and report adoption, usage and responsiveness of applications.
 - IT network management - Accelerate troubleshooting through measurement and reporting of application and network performance, and optimize network design to improve user experience.
 - Network security - Detect use of unapproved and malicious applications to ensure compliance, and recognize

instances of shadow IT.

- Coupled with Network Access Control (NAC) solution from Extreme Networks, Purview enhances IT operational and services efficiencies by providing a richer set of analytics: username, location, device type, network policies and more.
- Purview is powered by patented CoreFlow2™ ASIC technology which provides access to application usage information flows traversing the network.
- At initial release, the Purview customizable signature set supports over 13,000 application fingerprints over 7000 applications, including enterprise CRM, ERP, HCM, storage, web, collaboration, email, social networks and gaming.

Additional Customer Executive Perspectives

Joanna Young (@unhcio), CIO, University of New Hampshire

"Purview will allow University of New Hampshire (@UofNH) to better understand our network trends and usage by students and professors. This valuable insight will be critical in maximizing our use of IT resources while meeting the demanding and ever-increasing needs of the users on our network from guests to employees to our students."

Jay Dickey, CIO, Klinikum Darmstadt GmbH

"Extreme Networks helps us address the challenge of obtaining deep network insights that allow us to improve application performance and leverage business analytics. This helps us with our mission to improve patient care and save lives. Purview makes our network strategic, bringing my IT department to the business table with our CEO, the head of medicine and our board. Purview has also spurred a positive attitude change amongst our employees, as application response time has decreased significantly."

Additional Resources

- Purview [Product Page](#)
- National Football League [Super Bowl XLVIII Infographic](#)
- Live Streamed Round Table Event, "[How to Make Your Network a More Strategic Asset](#)"

About Extreme Networks

Extreme Networks, Inc. (NASDAQ: EXTR) sets the new standard for superior customer experience by delivering network-powered innovation and best-in-class service and support. The company delivers high-performance switching and routing products for data center and core-to-edge networks, wired/wireless LAN access, and unified network management and control. Our award-winning solutions include software-defined networking (SDN), high-density Wi-Fi, BYOD and enterprise mobility, identity access management and security. Extreme Networks is headquartered in San Jose, CA and has more than 12,000 customers in over 80 countries. For more information, visit the company's website at <http://www.extremenetworks.com>.

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Except for the historical information contained herein, the matters set forth in this press release, including without limitation statements as to features, performance, and benefits of Extreme Networks products, are forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements speak only as of the date. Because such statements deal with future events, they are subject to risks and uncertainties, including network design and actual results of use of the product in different environments. We undertake no obligation to update the forward-looking information in this release. Other important factors which could cause actual results to differ materially are contained in the Company's 10-Qs and 10-Ks which are on file with the Securities and Exchange Commission. <http://www.sec.gov>.

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