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FOR IMMEDIATE RELEASE

Elfiq Networks Announces Merger Agreement with Martello Technologies

Montreal (Canada), January 4, 2017 — [Martello Technologies](#), the provider of performance management solutions for real-time communications, announced today that it has merged with SD-WAN network performance and business continuity company [Elfiq Networks](#). As digital transformation accelerates, delivering real-time services has become more challenging with the move to the cloud. Today's transaction creates a new market leader with solutions that manage the performance of these services on distributed cloud networks. Elfiq Networks becomes a subsidiary of Martello Technologies.

Martello has grown rapidly with software as a service (SaaS) that monitors more than 6,000 networks globally, detecting and troubleshooting network problems. By adding Elfiq Networks' powerful SD-WAN capabilities, Martello can now complete the network performance management cycle for its customers, fixing these problems with smarter bandwidth management, added flexibility and higher network responsiveness.

Together, Martello and Elfiq Networks will leverage a world class team as they advance their network performance management business. Existing leadership remains in place, bolstered by the [addition of President and CEO John Proctor](#).

"This transaction offers value for customers and shareholders", says John Proctor, Martello's President and CEO. "We'll grow faster and solve our customer's problems more effectively, and will be well positioned to accelerate market share through both organic growth and future acquisitions".

"Together, we can position our customers for digital transformation and help them deliver a better user experience," says Elfiq Networks President, CTO and Co-Founder Fred Parent. "This is a unique opportunity to create a market leader in this space, and I look forward to working with the entire Martello team to make it happen"

Martello's technology addresses three high growth markets: SD-WAN, with a compound annual growth rate (CAGR) of 69% (IDC)¹, cloud-hosted unified communications with a CAGR of 293% (Synergy Research)², and network performance monitoring and diagnostics (NPMD), with a CAGR of more than 20% (Gartner)³.

About Elfiq Networks

Elfiq Networks enhances network performance and business continuity through innovative link balancing and bandwidth management technologies, delivering state-of-the-art SD-WAN solutions to clients around the world. With ATLAS, end-users benefit from centralized management, zero-touch provisioning, increased visibility, simpler configurations and greater savings. For more information, visit www.elfiq.com/SDWAN.

About Martello Technologies

Martello Technologies manages the performance of real-time services on complex distributed cloud networks. Our solutions, which include network performance management software as a service (SaaS) and SD WAN, allow over the top (OTT) service providers and enterprises around the world to deliver better service quality and a reliable user experience. Designed for real-time communications such as voice and video, Martello's solutions detect, identify and address network performance problems BEFORE service quality is impacted. For information, visit: <http://www.martellotech.com>

Sources

1. IDC's Worldwide SD-WAN Forecast, 2017–2021.
2. Synergy Research – UCaaS Q2 2017
3. Gartner - February 2017 Magic Quadrant for Network Performance Monitoring and Diagnostics.