



Apparent Networks and Technology Assurance Group Announce Strategic Partnership Featuring Remote Performance Management for Unified Communication Organizations

WELLESLEY HILLS, Mass. — November 29, 2010 — [Apparent Networks](#), the leading provider of remote performance management solutions (RPM), today announced a new technology alliance with [Technology Assurance Group](#) (TAG), an international organization of leading independently owned unified communications companies. Together, Apparent Networks and TAG will deliver critical RPM services, education and support to TAG members.

Apparent Networks' [PathView Cloud](#) provides network engineers with a remote management and performance solution that enables users to proactively assess network health, continuously monitor network and application performance and troubleshoot problems remotely. PathView Cloud and the [AppView Voice module](#) together ensure successful UC deployments by generating and precisely measuring real voice traffic. AppView gives network managers visibility into how an application will perform on any network, including the impact of all security and traffic shaping technologies.

“We are looking forward to working with TAG and supporting their initiatives to enable members with the innovative technology solutions and educational resources they need to effectively and profitably deliver [UC applications such as VoIP and Video](#),” said Jim Melvin, CEO of Apparent Networks.

“Apparent Networks provides an exceptional remote performance management solution that will greatly aide TAG members when deploying IP based solutions to their customers,” commented Brian Suerth, EVP & Partner of TAG. “TAG members are the top UC companies in the industry and partnering with Apparent Networks gives them another point of differentiation versus their competition.”

TAG works closely with members to assist business owners that deliver unified communication solutions to the SMB marketplace to reach the leading edge of business processes, technology and management. With resources focused on the selling process, business and management practices and other industry insight, TAG provides extensive knowledge and support to its members. Together, TAG and Apparent Networks will support the business growth and profit of the TAG membership.

About Apparent Networks

Apparent Networks brings the award-winning PathView Remote Performance Management solutions to managed service providers, resellers and IT organizations, providing end-to-end visibility into network traffic, distributed applications and cloud-based services. PathView Cloud and the PathView microAppliance offer a cost-effective



remote monitoring and management capability to diagnose underlying network problems, assess network readiness and monitor performance. Apparent Networks also supports the growing Powered By PathView Program which provides partners with the performance management tools they need to ensure exceptional, consistent IT service and customer satisfaction. www.apparentnetworks.com

About TAG

Technology Assurance Group, LLC (TAG) is an international organization of leading independently owned unified communications companies. TAG provides its members with the competitive advantages necessary to achieve a dominant position in their marketplace. Members benefit from programs including strategic partnerships with communication solution providers, best business and management practices, and advanced sales training programs. TAG's mission is to increase its Members' sales and profits through education and to ease their introduction of new technology to the marketplace by leveraging their combined intellect and purchasing power. For more information on TAG, please call 858-673-5800 or visit www.tagnational.com.

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