

Corporate Milestones

Company: P-Cube, Inc.

Web Site: www.p-cube.com

Offices: **Corporate Headquarters**
Sunnyvale, CA, USA
R&D Facilities – Herzliya, Israel
EMEA Sales Office – London, UK
Asia Sales Office – Hong Kong

Employees: 90

Founded: May 1999

Date	Milestone & Description
June 2003	@NetHome (Japan's Largest Cable ISP) Deploys P-Cube First customer win in Japan as @NetHome – Japan's largest cable ISP – deploys P-Cube's Service Control solutions to optimize network traffic on their backbone network.
June 2003	UTStarcom Signs Worldwide Reseller Agreement Market leading PDSN vendor, UTStarcom, to resell P-Cube's converged postpaid and prepaid Service Control solution for mobile data services.
June 2003	New Product Solutions For Analysis, Billing & Control P-Cube's new Service Control Solutions create the intelligent service layer for IP transport networks, providing carriers with the power to analyze, control and profit. Insight, Encharge and Engage, form a suite of new IP service Analysis, Billing and Control solutions.
April 2003	SingTel and Telenor Deploy P-Cube For P2P Traffic Optimization P-Cube announces a Service Control solution to manage P2P network congestion. Telenor and SingTel, Norway and Singapore's largest broadband service providers respectively, select P-Cube to provide P2P control solution.
March 2003	Asian Expansion – Hong Kong Sales Office and Regional Resellers P-Cube expands into Asia by opening a sales office Hong Kong, and secure regional reseller agreements with Mitsubishi in Japan, Netpoleons in South-East Asia and Dot Communications in Australia.
December 2002	HP Signs Worldwide Reseller Agreement Hewlett Packard Consulting Services to integrate and globally resell P-Cube's Service Control solutions into HP's mediation and prepaid solutions for the mobile and wireline market.
September 2002	Ericsson Signs Global Reseller Agreement Ericsson to resell P-Cube Service Control solution as a scalable usage collection for mobile billing applications.
August 2002	Alcatel Signs Joint Marketing Agreement Global agreement to jointly market to the ILECs and PTTS an integrated service delivery solution featuring Alcatel DSLAMs and P-Cube's Service Control Platform – to enable the delivery of customized high-margin services.



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March 2002

\$40 Million Third Round Funding

Granite Global Ventures, Venrock Associates, and Accel Europe join existing investors in strong endorsement of P-Cube's programmable IP Service Control solutions.

December 2001

Service Engine Exceeds Performance Benchmark

Performance tests by eTesting labs demonstrates the SE1000's capability to manage up to one million aggregated application flows at more than 100,000 transactions per second and supports multi-gigabit wire-speed.

November 2001

Product Line Extension With SE100 Platform

Expansion of the Service Engine product family, uniquely designed to give cable MSOs and other service providers unprecedented network control and profitable service creation capabilities. The SE100 and the smartNET suite of service management tools extend the reach of IP Service Engineering to a broader range of service provider POPs and Digital Hubs (DHubs).

August 2001

Awarded ISO 9002 Certification

ISO certification in recognition of the rigorous quality standards set and achieved in the manufacturing of P-Cube's suite of carrier class network elements and IP Service Control solutions.

April 2001

Originator of IP Service Control Platforms

Launch of the P-Cube Service Engine 1000 and the P-Cube Service Management Platform. The two products mark the first complete solution to enable service providers to manage the broadband traffic in their networks, creating profitable new service offerings for their customers.

August 2000

\$20 Million Second Round Financing

Additional investment from all of P-cube's prior investors (Accel, ComVentures, TDF, Evergreen, etc.) and a number of new strategic investors, including industry powerhouses Sandoz Foundation and Singapore Telecom.

October 1999

\$10 Million in First Round Financing

Investment from top tier Silicon Valley based venture capital firms including Accel Partners and ComVentures, as well as Singapore-based TDF Ventures, and Israeli firms Evergreen and Microdent.

May 1999

Company Founded

Company created with the mission to make public and private networks highly profitable for service providers by enabling the creation of differentiated, premium, value-added services that leverage their existing network infrastructure.

