SMVData
Company Overview

SMVData Is Disrupting The Network Visibility Market By Offering A Cost-effective And Future-proof Software-based Solution For Network Visibility Across Both Traditional As Well As Emerging 5G Networks.

The Network Visibility Problem

The massive growth in Data Traffic and Cyber Threats has caused an urgent need for scalable tools for Perfomance Monitoring, Application Monitoring, Lawful Interception, and Network Security. Current hardware-based solutions for network Visibility are not scalable or affordable enough, to be placed at all relevant points.
Long development cycles prevent functionality from meeting the ever-changing landscape of security and monitoring. The migration to public and hybrid clouds as well as the growing deployments of 5G networks requires additional flexibility not offered by existing solutions.
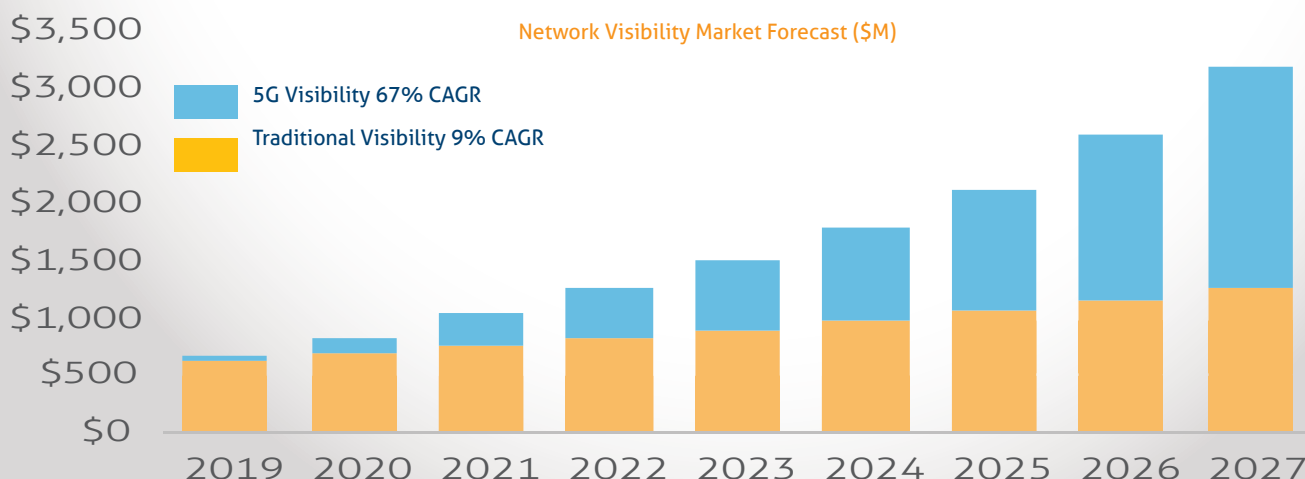
SMVData Solution

SMVData provides next generation software-based network visibility solutions that run on Off-The-Shelf hardware, and enable full network visibility for both physical and virtualized environments, including data centers, mobile network operators, cloud providers, enterprises and service providers.

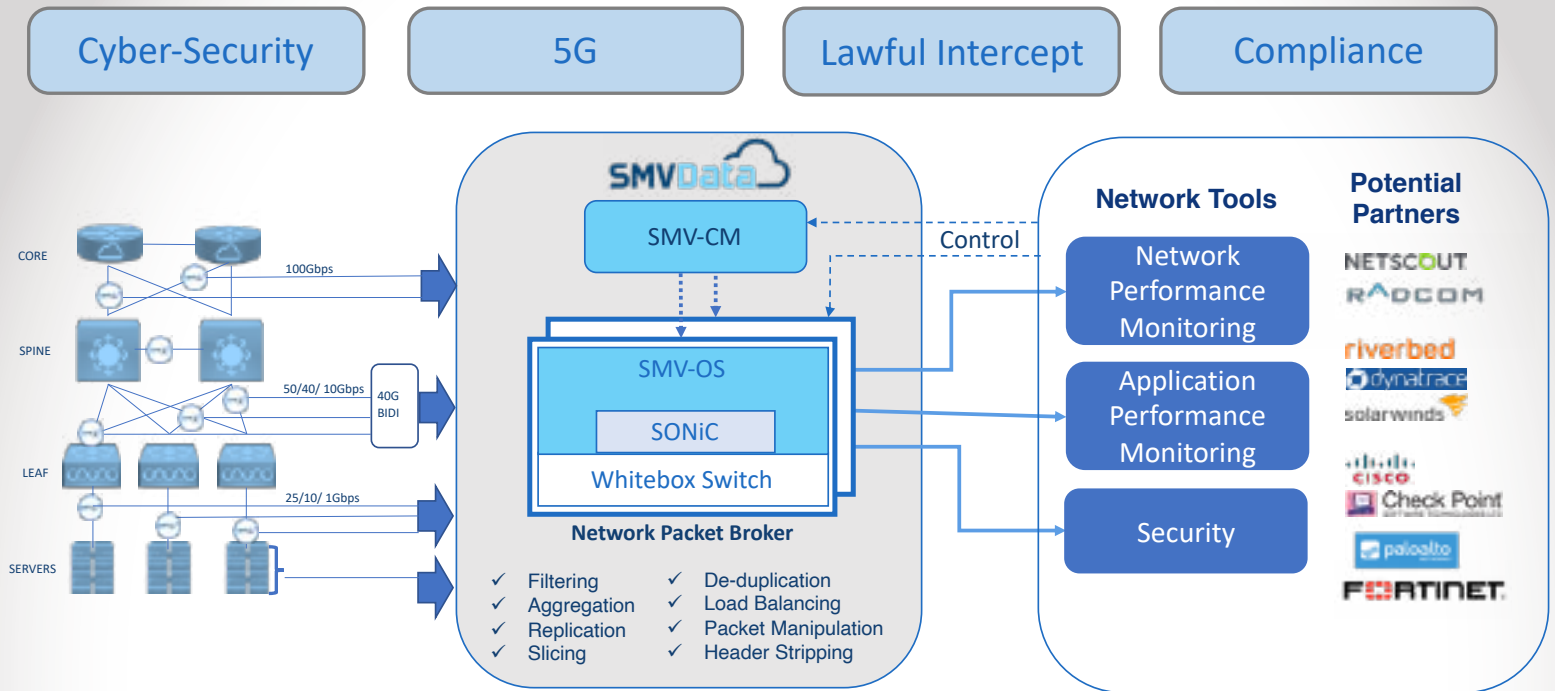| Traditional Solutions	SMVData
Expensive to deploy and scale due to dedicated hardware design + Duopoly	Scalable and cost-effective by running on Off-The-Shelf hardware
Cannot keep up with network changes	Software + Open-Source OS enable much faster introduction of new features
Limited support for cloud deployments, 5G	Virtualized Visibility solution for cloud, 5G
Challenging management	Purpose-built, Cloud-native management system

The Opportunity

In addition to disrupting the existing network visibility market with its software-based solution, SMVData is already providing visibility solutions to mobile network operators who are deploying their 5G networks. 5G promises a larger market for visibility with 67% CAGR.

Network Visibility Market Forecast ($M)

- 5G Visibility 67% CAGR
- Traditional Visibility 9% CAGR

The following figure shows how the SMVData visibility solution enables each monitoring and security tool to have access to the network traffic and data it requires, while running on Commercial-Off-The-Shelf hard- ware such asWhitebox switches.

| Cyber-Security | 5G | Lawful Intercept | Compliance |

SMVData

SMV-CM — Control

Network Tools

SMV-OS

SONiC

Whitebox Switch

Network Packet Broker

✓ Filtering
✓ Aggregation
✓ Replication
✓ Slicing
✓ De-duplication
✓ Load Balancing
✓ Packet Manipulation
✓ Header Stripping

CORE — 100Gbps
SPINE — 50/40/ 10Gbps — 40G BIDI
LEAF — 25/10/ 1Gbps
SERVERS

Network Tools
- Network Performance Monitoring
- Application Performance Monitoring
- Security

Potential Partners

NETSCOUT
RADCOM
riverbed
dynatrace
solarwinds
CISCO
Check Point
paloalto
FORTINET

Experienced, Execution focused Team

Management has leadership experience in top companies in the network security industry, both in technology development and in scaling sales organizations.

Shay Morag - Founder, CEO, Sales
Technology GM and Sales Executive

New Markets Penetration , Sales and Management leadership.
Former role was VP Sales & Marketing at Niagara Networks.
20+ Years Test / Network Security and Visibility

Elias Kesh - VP Engineering

Software Engineering Manager with experience managing Multi-disciplinary Projects with focus on Hardware Software Integration.
Former role: VP R&D for Niagara Networks

Alon Konchitsky
5G Expert Advisor, ML edge
15+ years of experience in mobile communications: Apple, Nokia and Intel.
Founder and CEO of Noise Free and pHive.
Chairman of 3GPP 5G, 100 patents inventor.

Norm Meritt - Operation and Product Management

25+ years of experience in sales and product management roles. Networking, Automation, Orchestration in companies like SPIRENT,IXIA,MRV...

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