



**FOR IMMEDIATE RELEASE:**

**COMCAST REDUCES PERFORMANCE AND APPLICATION MANAGEMENT COSTS  
BY 75 PERCENT WITH SEVONE SOLUTION**

***Regionally Accessible, Device Level Network Reports Enable Comcast To Reduce  
Service Disruptions***

**Newark, DE October 16, 2008**—SevOne, Inc., an innovator in network and application performance management tools and solutions, announced today that Comcast, a leading provider of cable, entertainment and communications products and services has standardized on its award-winning application and performance management solution, [PAS™](#) (Performance Appliance Solution) — displacing the largest legacy performance management application vendor in the industry.

“SevOne was, conservatively, 25 percent of the investment we had already made in our legacy provider,” said Jeff Gill, director of network surveillance for Comcast. “Based on the success of the proof of concept and its ability to respond and successfully adapt to our demanding service provider environment, the decision for executive management to move forward with SevOne was easy.”

As one of the country’s leading providers of interactive video, online content and digital voice solutions, residential and business customers depend on Comcast’s exceptional standards of infrastructure availability and performance. The company maintains 40 different regional area networks, comprised of tens of thousands of network devices throughout the country. Fifteen technical service centers working behind the scenes of regional and local call centers ensure that Comcast’s network is uninterruptedly up and running and providing a high level of service delivery.

Using SevOne’s distributed PAS solution, Comcast’s performance data captured and stored at the national performance operations center can now be accessed where it’s

most needed — at the regional or local level. Gill explains, “Before the SevOne installation, we were in a classic spoke and wheel support scenario. If one of our regional technicians needed to access performance data, they would have to contact the national performance operations center and ask them to run a report, which was a slow and tedious process for resolving service issues. With SevOne’s PAS solution, our regional technical support teams now have instant access to locally based, real-time reports. SevOne is helping us to shift the traditional model for proactive service investigation from the operations center to specific regions where the disruptions are actually taking place.”

Comcast can now affordably monitor the performance of its entire service infrastructure with enhanced device-level visibility, enabling IT staff to set performance thresholds and device-level alerts at any geographic location — before events degrade network availability. Additionally, **the speed at which Comcast is able to initiate and receive a report on the status of its network devices has been reduced to seconds versus hours or longer.**

“In the competitive entertainment environment, delays in accessing network device information can result in continued service disruptions and possible customer loss,” said Michael Phelan, president of SevOne. “Our solutions are focused on delivering device-level visibility and optimum management control needed to support and maintain today’s most demanding network environments, regardless of the industry.”

### **About Comcast**

Headquartered in Philadelphia, PA, Comcast Corporation is the nation’s leading provider of cable, entertainment and communications products and services, with 24.7 million cable customers, 14.1 million high-speed Internet customers and 5.2 million voice customers. Comcast is principally involved in the development, management and operation of broadband cable networks and in the delivery of programming content. For more information please visit [www.comcast.com](http://www.comcast.com) or call (215) 665-1700

### **About SevOne**

SevOne, Inc. is a network performance management company dedicated to providing next-generation tools and services that enable enterprises to keep increasingly-complex

networks and applications functioning at peak performance levels. Based on a scalable and flexible modern software architecture incorporating open web-services API, Web 2.0 GUI and peer-to-peer clustering, the SevOne solution provides managers, architects and engineers with the most accurate and timely data available to ensure enterprise-wide network performance and reliability. For more information please visit [www.sevone.com](http://www.sevone.com) or call 302-368-5650.

For additional insight into network and application performance management and its associated challenges, please view SevOne's most recent white paper: [\*The Business Case for Performance Transparency\*](#).

###

**Contact:**

Michael Emerton  
BridgeView Marketing (for SevOne)  
(603) 766-3688  
[mike@bridgeviewmarketing.com](mailto:mike@bridgeviewmarketing.com)