

Xena Networks wins Global Red Herring Award

Danish manufacturer of Gigabit Ethernet Test Equipment named as one of world's top 100 private companies by Red Herring.

Los Angeles, California – Xena Networks won a place in the hotly-contested Red Herring [Global 100](#) which recognizes outstanding companies and entrepreneurs, at a gala awards ceremony in Los Angeles on December 7.

“Coming just two weeks after winning the Frost & Sullivan Award as global price-performance leader, this is a huge honor for Xena Networks,” says CEO, Jacob Nielsen. “Everyone at the company has worked very hard during 2011, and winning the Red Herring Global 100 Award is a great reward.”

Red Herring’s [Global 100](#) list has become a mark of distinction for identifying promising new companies. Red Herring editors were among the first to recognize that companies such as Google, Skype, Baidu, Salesforce.com, YouTube, eBay and many others would change the way we live and work.

“Choosing the best out of the previous two years was by no means a small feat,” said Alex Vieux, Chairman of Red Herring. “After rigorous contemplation and discussion, we narrowed our list from 1,100 potential companies down to 100 winners. Xena Networks should be extremely proud of its achievement; the Top 100 Global truly are the best of the best.”

Red Herring’s editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their sector peers, allowing Red Herring to see past the “buzz” and make the list an invaluable instrument of discovery and advocacy for the greatest business opportunities from around the world.

“The market for Gigabit Ethernet test equipment is a hot spot in a frigid economy,” explains Jacob Nielsen. “Carriers and network equipment manufacturers (NEMs) are all competing to boost performance and bandwidth for the lowest possible cost. Xena’s focus is on providing low-cost, L2-L3



Gigabit Ethernet test equipment that's future-proof and easy to use. We can offer very competitive prices and still make it a good business for our partners."

Xena Networks offers a selection of 100G, 40G, 10G and 1G test modules which can be installed in either a high-density 4U XenaBay chassis, or the small robust 1U XenaCompact. The company offers free lifetime tech support, free software and 3 years free software upgrades as standard on all solutions its sells.

According to Jacob Nielsen, the focus of 2012 will be on expanding the feature set of XenaManager, the free software it provides for controlling the test modules, to give customers an even greater range of test options.

"Moving forward, we see 100G being a technology where we can go head-to-head with our competitors," predicts Jacob Nielsen. "We already have the world's first test module capable of testing 100G, 40G and 10G and we'll be striving to bring other exciting innovations to market during the coming year."

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