

Xena Networks Crowned as a Red Herring Top 100 Europe Tech Startup 2011

1 June, Copenhagen, Denmark – At an awards ceremony in Amsterdam last week, Xena Networks won a place on Red Herring’s prestigious [Top 100](#) Award which recognizes the leading private companies from Europe, celebrating these startups’ innovations and technologies across their respective industries.



“We’re extremely proud of this achievement,” says Jacob Nielsen, CEO at Xena Networks. “It’s a huge challenge to be successful in the current financial climate, so to make it into Red Herring’s Top 100 is a great accolade for everyone at Xena Networks who’ve worked so hard the last 12 months.”

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

“Choosing the companies with the strongest potential was no small feat,” said Alex Vieux, publisher and CEO of Red Herring. “After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates to the Top 100 Winners. We believe Xena Networks embodies the vision, drive and innovation that define a successful entrepreneurial venture. Xena can be proud of its accomplishment, as the competition was very strong.”

“Following the Frost & Sullivan award we won last year, the Red Herring award confirms we are on the right path,” says Jacob Nielsen.

"We are maintaining our focus on being industry's de-facto provider of "value" L2-L3 gigabit Ethernet test equipment, but with a view to emerging as a leader in the upcoming 40/100G market. Product development will continue to be user-driven and we are now expanding Xena's activities geographically to include the BRIC region and an even more active presence in the US."

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 a valuable instrument of discovery and advocacy for the most promising new business models in Europe.

About Xena Networks

Founded in 2007 and based in Denmark, Xena develops affordable, easy-to-use, and flexible L2-L3 gigabit Ethernet test solutions. The company markets its award-winning products through an international network of sales partners and has a series of strategic technology partnerships. Its success is based on offering value for money with free software and free tech support, being highly responsive to customer demands while developing state-of-the-art features for the emerging 40/100GigE test market.