



27 August 2010

## **Kiwi Innovator Endace Bucks Trend By Bringing Manufacturing Home** *NZ\$5.0 million electronics manufacturing boost in Christchurch*

Endace, the world leading Kiwi network monitoring technology company, is bringing its \$5.0 million manufacturing business home to New Zealand. Launched 10 years ago from a research project at the University of Waikato, Endace produces a range of products that monitor, measure and secure high speed networks.

Today Prime Minister John Key took the first product (DAG network monitoring card) produced in New Zealand off the assembly line in Christchurch.

Endace Founder and Chairman Dr. Ian Graham says the move to manufacture in New Zealand made good commercial sense, following a thorough investigation of options throughout the Asia Pacific region.

“Bringing our manufacturing to New Zealand means that it’s closer to our Auckland headquarters and our Hamilton product development hub. For us, this means better quality control, greater production flexibility and vastly improved communications. We’re delighted to be manufacturing here and to help prove that New Zealand can be a competitive place to build high-tech products.”

“Christchurch has world-class technology companies and a skilled work-force so partnering with GPC Electronics for our contract manufacturing was a natural choice. In addition to having the latest production and test equipment, GPC complements Endace’s operations team with additional specialist management skills and experience in purchasing, planning and inventory management.”

“Having received a number of New Zealand Government grants over the years, including a FoRST grant earlier this year, it’s great to be able to continue to bring benefits back into the New Zealand economy,” says Dr. Graham.

Robert Wallis, General Manager of GPC Electronics says: “We are delighted to be partnering with a world leading company like Endace, and look forward to an enduring relationship. This contract provides a guaranteed volume of work through our Christchurch manufacturing facility and will result in additional employment opportunities at all levels, from production staff to professional engineers.

“Secondly, it supports a critical mass for the industry in Christchurch and New Zealand. This helps both GPC Electronics and the electronics manufacturing industry

in New Zealand remain competitive by maintaining and developing the entire infrastructure required in a fast moving technology industry.”

Christchurch production involves highly technical manufacturing of circuit boards with as many as 1100 individual components in a board the size of your hand. These include high value ‘programmable silicon chips’ some with as many as 1152 contact points contained within a square package the size of a postage stamp requiring placement accuracy measured in micrometers.

Endace spends more than 20 per cent of its revenue on research and development and is one of New Zealand’s most highly awarded and successful high-tech companies.

**Ends - released on behalf of Endace by Porter Novelli.**

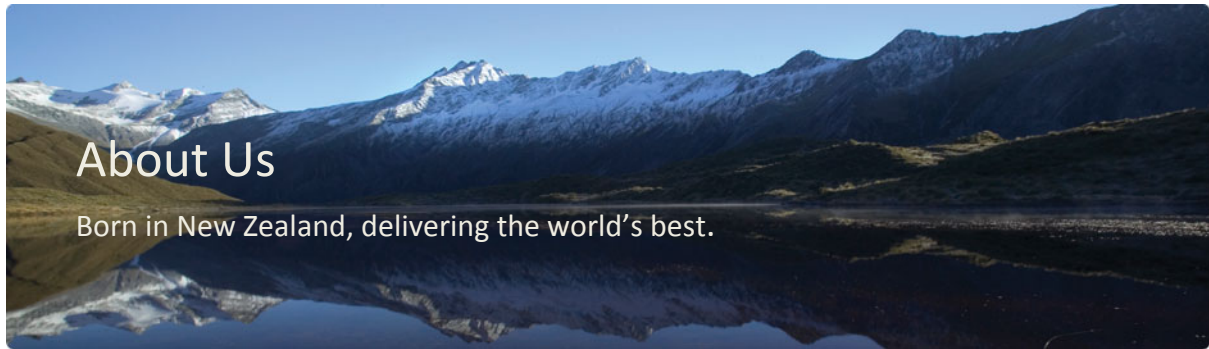
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Or visit: [www.endace.com](http://www.endace.com)

### **About Endace**

For organisations that rely on their data networks to do business, Endace provides high performance traffic analysis, latency measurement, network security and application acceleration solutions that capture, inspect and report on every single data packet.

Products include high-speed packet capture technology, open development environments, multi-function network monitoring appliances and a comprehensive range of powerful yet intuitive management, measurement, alerting and analysis applications. These products provide the broadest, most capable range of packet capture technology, for any interface, speed or packet type.



## **A number eight wire story for the new millennium**

Endace began life 15 years ago as a research project at the University of Waikato. At the time the computer science department, headed by company founder, Dr Ian Graham, was researching latency (speed) through ATM networks. An important part of his research involved the development of lossless packet capture and highly accurate packet time-stamping which became known as the DAG® (Data Analysis and Generation) card, and Endace was born.

At conferences, the DAG card drew significant interest from governments and telcos who were facing a similar problem analysing their own networks. Government agencies now had access to a technology that allowed lossless packet capture, and evidential audit trails. Through Endace, Telcos were now able to observe what was happening on their high speed networks, where previously they had no means to do so.

Since then, Endace has grown into the publicly listed and profitable company that it is today. Listed on the Alternative Investment Market on the London Stock Exchange in 2005 (LSE AIM – EDA) full year 2009 revenues were US\$30.4m on the back of 26 percent year on year growth through a global recession; and pre-tax profits of US\$4.7m further demonstrates the company's resilience and financial strength.

Endace is a strong self-sustained company with healthy growth prospects and a solid ongoing customer base.

Headquartered in Auckland, New Zealand, with offices in the USA (Chantilly, Virginia) and the UK (Reading), and a staff of more than 130 around the world, Endace has become a real innovator and proves that Kiwis can be highly competitive on the world stage.