



NoviFlow Launches NoviMapper SB: The Groundbreaking Service Bus Solution that Bolsters Telecom Operators' Cyber Defenses at Terabit Speeds

A quantum leap in programmable pipelines, NoviMapper SB classifies, filters and service chains network traffic, ensuring the right packets are processed by the optimal set of cybersecurity services. Telecom operators can now seamlessly upscale their cyber defense without spiraling costs.

Milpitas, CA., October 10, 2023 - NoviFlow Inc., renowned for its carrier-grade programmable network solutions deployed by network operators worldwide, proudly unveils its latest innovation - *NoviMapper Service Bus (NoviMapper SB)*. This cutting-edge software solution is set to revolutionize how telecom operators approach their cyber defense in the face of ever-increasing cyber threats.

The contemporary digital age has witnessed a relentless surge in traffic and cyber-attacks, pressing telecom operators to continually adapt and scale their cyber defenses. This continual scaling often hits a financial roadblock, as increasing the hardware components becomes economically unviable.

Deploying NoviMapper SB provides a much-needed solution to this challenge. It separates the domain of cybersecurity policies from networking forwarding, effectively creating a Service Bus architecture that enables networking and security policies to be managed independently. Separation of these domains substantially reduces the number of border leaf GW and edge router connections consumed by the security tools.

At the heart of NoviMapper SB is the ultra-efficient programmable switch fabric. It has been designed to support cybersecurity services and adapt to increasing user-plane bandwidth, especially critical in the operator's regional hub sites. NoviMapper SB ensures that traffic can be identified, filtered, and managed at multiple layers (L2, L3, L4), delivering unprecedented flexibility in creating security policies implemented in a low-latency fabric.

Acknowledging the shift towards 5G, the product also anticipates security requirements driven by 5G monetization. Moreover, with over 75% of user-plane traffic being encrypted, detecting malicious traffic poses a significant challenge. NoviMapper SB's traffic steering capabilities go beyond mere destination-based routing by adding the following key features and benefits to modernize, streamline, and fortify network operations for telecom operators.

Service Chain Programming: This feature eases the integration of policy-based service chaining of cybersecurity services within the NoviMapper fabric.

- Accelerates deployments of cybersecurity policies, reducing deployment delays while making changes and new deployments more efficient and economical.
- Minimizes disruption to the core network and removes the risks associated with security policy changes.
- Effortlessly scales both new and legacy cybersecurity services into a multi-Tbps fabric.

Independent Cybersecurity Service Programming: NoviMapper SB enables cybersecurity service programming to be managed independently from network forwarding.

- Drastically cuts down network complexity and the potential attack surface, bolstering network security.
- Leads to operational expenditure (OPEX) reductions, enabling cost-effective network operations.
- Enhances the network's nimbleness, reducing response times during cyber-attacks and troubleshooting processes.
- Achieves substantial reductions in core network costs by reducing the number of core network ports and maximizing throughput in these core network ports.

COTS Hardware compatibility: NoviMapper SB operates seamlessly on switches from top-tier vendors, including Lanner Electronics, Edgecore, UfiSpace, and others.

- Eliminates the need for expensive, dedicated network appliances.
- Significantly reduces Total Cost of Ownership (TCO) by reducing hardware, software, and operational expenses.

In essence, NoviMapper SB doesn't just offer advanced features—it promises and delivers a comprehensive suite of benefits designed to overhaul and enhance how telecom operators approach their network operations. To learn more about the innovative features of NoviMapper SB, please visit our [product page](#) online.

Innovative Products plus World-class Support

NoviFlow is committed to ensuring users have comprehensive resources at their fingertips. Our support suite includes a detailed YAML Reference Manual, which provides step-by-step guidance on crafting configuration files, encompassing multiple configurations, and empowering customers to create their unique configurations using our sample code.

To further aid in product deployment and optimization, our NoviMapper SB Cookbook offers a straightforward roadmap with step-by-step instructions for various product-related tasks, ensuring customers can effortlessly set up the product and integrate new services. Lastly, our NoviMapper SB API Documentation delves deep into the available low-level API calls for the product, perfect for customers aiming to remotely gather statistics or verify the product's status via the API.

Partners Confirm Best-in-class Performance and Cost-savings.

One early NoviMapper SB customer has been transparent about their ambitions, targeting a massive 90% reduction in CAPEX and OPEX by integrating NoviFlow products. NoviMapper SB is a testament to this aspiration, promising telecom operators substantial savings while enhancing cyber security.

NoviFlow's President and CEO, Dominique Jodoin, commented on the launch, "Cyber attacks are evolving faster than ever before, forcing telecom operators to invest exponentially in hardware to defend their networks, so they cannot economically scale their cyber defense. NoviMapper SB delivers telecom operators a whole new set of carrier-grade capabilities to analyze terabits of traffic with low latency and to automatically filter out all the traffic that does not need to be sent to expensive cyber defense systems (e.g., firewalls, DDoS), enabling massive savings in CAPEX and OPEX."

About NoviFlow

NoviFlow Inc. provides open standard-based high-performance programmable Service Networking and Cybersecurity solutions to network operators, data center operators, enterprises and government agencies seeking greater performance, flexibility, cost-efficiency, and security over their networks. NoviFlow's software has been deployed in some of the world's largest networks, delivering CAPEX and OPEX reductions, speeding up TTM and reducing energy consumption. NoviFlow has offices in Montreal, Sunnyvale and Seattle and representatives in Asia Pacific, Europe and the Middle East. For more information, visit <http://noviflow.com/>. Follow NoviFlow on Twitter/X [@NoviFlowInc](https://twitter.com/NoviFlowInc).

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