About Centina

In today's digital world, operators are looking to virtualize their networks to better reduce operations costs, provide more flexibility to their customers and to compete against their peers and new entrants. Centina helps communications service providers (CSPs) prepare for this new world by providing operators the assurance that they can provide the same or better levels of customer satisfaction and network performance as they did with their legacy services.

Centina is redefining the strategic service assurance landscape with innovative solutions to help service provider's transition into the highly competitive world of virtual services. The Company provides strategic service assurance and network performance solutions for businesses of all sizes globally. With a focus on customer satisfaction and experience, the company is helping to increase efficiency and competitive advantage for both virtual and legacy networks alike.

Based in the U.S. and with operations and customers around the world, Centina is focused on the global communications service provider market and currently has customers across the Americas, Europe, the Middle East, and Asia.

Solutions

In an SDN/NFV world, operators must have the ability to have end-to-end visibility, troubleshoot problems, have quick and flexible access to analytics, and automate optimization and remediation. Centina offers a production, go-to-market solution for operators looking to leverage the benefits of virtualization while improving network and service performance.

vSure® offers holistic assurance of NFV and SDN assets and enables businesses to successfully operationalize virtual network investments. vSure monitors the application, virtual, physical components independently and dynamically models the relationships between them providing a complete picture of how a disaggregated function is performing. vSure offers comprehensive capabilities to handle the volatility and elastic nature of cloud and SDN infrastructure. vSure complements orchestration and completes the stack with a feedback loop into orchestration and cloud controllers.

vSure specifically helps service providers address the following key issues:

- Provide real-time views of health and ever-changing components of virtual services with point-in-time visualization
- Provide closed-loop feedback to orchestration to drive automated remediation and optimization
- Rapidly deploy and assure new services to stay competitive
- Optimize customer experience through improved network performance
- Reduce financial risk and streamline operations through improved service monitoring and management

Select Customers

Centina' customers span a wide variety of communications service providers including fixed line, wireless, MSP, and converged multi-play operators. Select customers include:

Leadership Team

Anand Gonuguntla, Co-Founder & Chief Executive Officer

Anand Gonuguntla, Co-founder and CEO of Centina, has more than 20 years' experience in the telecom and software industry. As CEO, Anand oversees all strategic planning and execution of the company's corporate, sales and product initiatives. Under Anand's leadership, in just 10 years, the company underwent global expansion and has been recognized by leading analyst firms such as Gartner and Frost & Sullivan. The company was also ranked by Deloitte as one of the fastest growing companies in America and has achieved 314% growth from 2009 through 2013. These accolades are a validation of Centina's enterprising spirit and its commitment to it's core values.

Prior to Centina, Anand held leadership positions at Xtera Communications and Fujitsu Network Communications. Anand also holds patents in the area of network management and is well published in the communications industry. He received his master's degree in Electrical Engineering from the University of North Dakota and a bachelor's degree in Electronics and Communications Engineering from Jawaharlal Nehru Technological University, India.

Phillip Doelling, Co-Founder & CTO

Phillip, Co-founder and CTO of Centina, has more than 15 years' experience in the telecom, IT, OSS and software industries. Until 2013, Phillip was responsible for the R&D and has overseen the design and development of Centina's suite of solutions from the inception of the Company. In his current role as CTO, Phillip focusses on critical initiatives such as SDN/NFV and virtualized world.

Prior to Centina, Phillip has held leadership positions at Alcatel, Iris Labs and Xtera Communications and has repeatedly led efforts to transform and develop new OSS technologies. Phillip holds a Bachelor's degree in Compute Science from the University of North Texas.

Donald J. Wadas, Vice President of Worldwide Sales

Don Wadas has more than 20 years of sales and sales management experience, focused in the telecom software market, providing market leading solutions to tier one and tier two service providers worldwide. He joined Centina in 2013 as VP of Worldwide Sales to drive sales growth and oversee global expansion, as well as build new industry partnerships for the Company.

Prior to Centina, Don held executive sales and marketing positions at Telcordia where he headed up their Next Generation OSS (NGOSS) sales team, Amdocs, SPATIALinfo, Brix Networks and Granite Systems. At these companies, Don was responsible for building high performance global sales teams, accelerating sales results, and closing significant contracts. Don has been managing worldwide organizations for the past 10 + years, selling internationally both direct and through channels. Don holds a masters degree in Business Administration from DePaul University.

Gregg Hara, Vice President of Business Development & Marketing

Gregg Hara has over 20 years in the telecom and OSS software space and joined Centina in 2009. He takes the initiative of defining new markets and establishing relationships with key service providers and vendors.

Prior to Centina, Gregg was Senior Director of Sales for Sigma Systems and earlier, with TeleGea Systems. Gregg started his career at GTE and was one of the original members of OSI, and then at Micromuse, in various roles of solution delivery, sales and business development of Network Management and Service Assurance solutions.

Gregg holds a bachelor's degree in Electrical Engineering from MIT in Cambridge, MA.

Madhu Rao, Senior Director & Site Leader

Having over 15 years of experience, Madhu focuses on ensuring all customers receive the highest level of support, ensuring that sustainable processes are implemented and providing customers with training as needed. In addition, he is responsible for the site leadership of the entire India operations, managing the day to day activities. Madhu has been with Centina for nearly 9 years working in various capacities ranging from managing projects in R&D to holding the position of Director, R&D in which he was responsible for timely delivery of various customer projects.

Before joining Centina, Madhu Rao was a Project Manager with Infosys Technologies Ltd. which is a leading services company in India. He worked with Cisco and Telstra to help build their OSS solution.

He holds a B.E. in Telecommunication from the B.M.S College of Engineering in Bangalore, India.

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