



NIOMETRICS SELECTS MELBOURNE FOR ITS ANZ HQ AND R&D HUB



SINGAPORE, 28 JUNE 2018 – Niometrics, a network analytics company which was recently recognised by the Financial Times as one of the FT 1000 High-Growth Companies in Asia-Pacific, will open its ANZ Headquarters and a new Research and Development Hub in Melbourne, Victoria.

Niometrics' ANZ HQ will serve Australian clients, and the R&D Hub is designed to strengthen Niometrics' focus on design strategy, data visualisation techniques, advanced analytics and privacy engineering.

This will be Niometrics third major development hub, after Singapore and Athens, and will augment the company's strategy in harnessing global experts for technology innovation and invention.

The Niometrics Melbourne office is planned to be operational by November 2018. A landing team is already in Melbourne bootstrapping recruitment and building relationships with business and technology partners, and with university research centres. Niometrics expects to hire at least 30 local talents for its Melbourne office within the next three years.





Quotes attributable to CEO of Niometrics, Dr Kostas Anagnostakis:

“The Niometrics ANZ HQ and Melbourne Research and Development Hub was made possible

by our close collaboration with the strong investment arm of Victoria and by the state’s business friendly environment.”

“Melbourne offers a strong base of highly skilled professionals from interdisciplinary backgrounds with the right expertise in design, data and network analytics.”

“Melbourne’s well-regarded research and development community and world-class universities provide a rich source of talents for deep technology companies like ours that are looking to expand. We believe that a tangible way to lead in technology is to be where the experts and talents are.”

“At the Niometrics Melbourne R&D Hub, we will test, develop and deploy new ideas and solutions in partnership with several of Niometrics’ key clients, which include some of the largest mobile operators in the Asia-Pacific region.”

“Our presence in Asia has scaled significantly, and the opening of the ANZ HQ and our third R&D Hub in Melbourne reasserts our growth trajectory. We are confident that Melbourne is a strategic launchpad for further expansion in the region. We will be hiring more talents in Australia with critical technical and business competencies to create more value for our clients and the industry.”

Quotes attributable to Victorian Minister for Trade and Investment Philip Dalidakis:

“Victoria is excited to welcome Niometrics to Melbourne and we know they will make a great contribution to our vibrant and fast-growing tech ecosystem.”



“Our new Singapore Victorian Trade and Investment office in Singapore, together with Invest Victoria, have worked closely with Niometrics to secure this investment and we look forward to continuing cooperation into the future.”

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ABOUT NIOMETRICS

Niometrics is a network analytics company that provides products and solutions for Communications Service Providers (CSPs) to develop strategies and decisions for new digital businesses, improvement of customer experience, and network planning and optimisation.

Analysing a combined base of over 500 million subscribers who consume and exchange over 60 PB of data daily, Niometrics’ proprietary, full-stack Deep Network Analytics (DNA) technology extracts, processes, and transforms complex network data into actionable insights, in real-time, for CSPs to make better and more timely decisions that drive higher business ROIs.

Headquartered in Singapore, Niometrics has a strong international R&D footprint and significant operations across Asia Pacific, Europe and the Middle East.

Visit niometrics.com to learn more.



ABOUT VICTORIA INVEST

Invest Victoria is the State Government's investment promotion agency, providing confidential services and professional advice to international investors looking to set up in Victoria.

The agency provides a single entry point for all new investors through invest.vic.gov.au and through our global network of Victorian Trade and Investment Offices.

Invest Victoria is working to secure Victoria's position not just as a leading state, but as a regional economic centre, benefiting from and contributing to the Asia-Pacific economy.

FOR MORE INFORMATION

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