



For Immediate Release

JSA's Telecom Exchange (TEX) LA Technology Showcase to Address the Importance of Accurate Network Assessment

Visualware CTO Will Give Feature Presentation Highlighting Critical Network Assessment Considerations, Including Connection Quality Versus Speed

MIDDLEBROOK, VA, November 2, 2016 – [Jaymie Scotto & Associates \(JSA\)](#), the preeminent marketing, public relations and event-planning firm serving the telecommunications and technology industries, and founder and host of [Telecom Exchange \(TEX\)](#), the premier industry networking event where communications and technology meet, today announces that its Technology Showcase partner, [Visualware](#), will present on "The Importance of Accurate Network Assessment" at the upcoming [TEX LA](#) event taking place November 14-15 at Montage Beverly Hills.

Visualware CTO, Julian Palmer, will present during the Tech Showcase on November 15 from 11:30 AM – 12:50 PM. Palmer's presentation, "The Importance of Accurate Network Assessment," will provide insights into the network quality versus speed dilemma.

"Is the assessment of connection quality more important than the speed? Will more bandwidth actually provide a solution to the problem? How should the network be assessed? Is speed or quality the issue? How do you evaluate the quality of a network? Is quality related to megabits per second? If not, what is? These are the central questions I will address," said Palmer.

"JSA and our Telecom Exchange events have long been passionate supporters of innovation across the tech and telecom industries, and we look forward to shining the light on Visualware during the TEX LA Technology Showcase," states [Jaymie Scotto Cutaia](#), CEO and Founder of JSA. "TEX LA attracts service and solution providers, cloud and hosting companies, data center operators, investment and research firms, software, hardware and app development tech firms among many others. Visualware's presentation is certain to provide valuable and actionable insights for our attendees into the critical network assessment questions troubling enterprise IT professionals and network service providers, alike."

Those interested in attending Visualware's feature presentation workshop at TEX LA must be a registered TEX LA attendee. Registration is available at <http://thetelecomexchange.com/la/register/>.

For more information on these opportunities or how to participate, visit <http://thetelecomexchange.com/la/> or email us at info@TheTelecomExchange.com.

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About JSA

Celebrating more than a decade of success, Jaymie Scotto & Associates (JSA) is the preeminent provider of Public Relations, Marketing and Event Planning services for the tech and telecom industries. Awarded 'Most Outstanding Telecoms PR Agency' by LiveWire for 2015 & 2016, our success is attributed to our skilled JSA team, innovative tools, and established media and industry relationships, allowing us to deliver the finest outreach and brand awareness services available -- with measurable return on investment.

Our clients enjoy 'insider access' to the top reporters, bloggers, analysts and thought leaders shaping tech and telecom -- as well as critical networking opportunities, including JSA's own industry networking event, [Telecom Exchange](#). We also feature client and marketplace news via [JSA TV](#) (our video newsroom on YouTube), [JSA Radio](#) (our podcast channel on iHeartRadio), [Virtual CEO Roundtables](#) (our monthly panel discussions with top thought leaders), [Telecom News & Trends](#) (our video newsletter) and [Telecom News Now](#) (our industry blog). To learn more about how JSA can elevate your brand, visit www.jaymiescotto.com.

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About Visualware, Inc.

Visualware is a private Network Application and Performance Management Assessment company, based in Turlock, California. It was founded in 2001 by Henry Harris, CEO and Julian Palmer, CTO. The company provides hardware, software and cloud solutions to Telco, VoIP and large enterprises worldwide. It pioneered the technology platform, [MyConnection Server](#) (MCS), and with its Network Assessment Toolset, has the capability to measure, test and report the performance, quality and efficiency of network connections end-to-end and edge-to-edge. Visualware is in a unique position and currently the only one in the industry that offers this critical network assessment tool. For more information, visit us at: www.visualware.com

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