



## BNI Video Benefits From Cisco's Video Focus With Early Exit For \$99M

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By Scott Denne

Beumaris Networks Inc., which does business as BNI Video, is benefitting from Cisco Systems Inc.'s focus on video as the networking giant announced it plans to buy the two-year-old start-up for \$99 million in cash.

The Boxborough, Mass.-based company last raised financing in August 2010 with a \$10 million Series B round that brought Castile Ventures and Time Warner Cable Inc. into its syndicate. It had previously raised \$6 million in Series A funding from Cisco, Comcast Interactive Capital and Charles River Ventures, where BNI Video's founder and chief executive launched the business as an entrepreneur in residence.

BNI Video makes software and networking equipment that's at the center of a video delivery network. As video service providers, like cable and telecommunications companies, move away from a model of many channels broadcasting simultaneously to a set-top box, to one where customers get any content any time on any device, they'll have to change their networks in ways that weren't anticipated by established control plane software companies like SeaChange International Inc. and Arris Group Inc., BNI Video's investors said.

Bruce Sachs of Charles River and Carl Stjernfeldt of Castile said the deal was a good return for its investors. Both have a seat on the company's board.

One of Cisco's major strategic initiatives is to help video service providers push their content across different devices and locations in response to demand from consumers, said Hilton Romanski, Cisco's vice president of business development. The move to IP networks, which BNI helps enable, "can deliver at a lower cost a variety of interesting video services," he said.

BNI Video had built its products and won business at two major operators, said Charles River's Sachs.

"It's very clear to us that there's a lot of interest in what they're doing. They've got positive traction and a pipeline of customers that are engaged with the company," Romanski said.

BNI Video was founded in 2009 and has 72 employees. Upon closing, which is expected by the end of the year, its employees will be integrated into Cisco's service provider video technology group.

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