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# Software startup goes up for sale

## Rocksteady developed product to control bandwidth use

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Rocksteady Networks Inc., which had developed communications control software for the cable industry, has put itself up for sale.

The 4-year-old company, which had raised $7 million from Centennial Ventures, has shrunk to five workers from 30 at the beginning of the year.

"We are seeking strategic alternatives for the company, which could include the sale of the company or the sale of its assets," said CEO Mike Vollman, who added that he hopes to complete a transaction before the end of March.

The company's technology might have been ahead of the market.

"We placed a bet relative to the cable industry, and it hasn't panned out the way we wanted it to," Vollman said.

The company had developed software that could control the access and services available to different users on a computer network, such as Internet bandwidth, and it attracted an initial customer, Schlumberger Ltd., the oil field services company.

After considering several potential markets, Rocksteady targeted the cable industry with software that would enable a cable provider to more effectively manage different levels of communications service to various users in an apartment complex or office building.

The technology works well, Vollman said, but the board decided to let another company develop a business around it. Last year, Time Warner Cable tested Rocksteady's technology. Apogee Communications, which provided Internet service to some private dorms at the University of Texas, also tried the product.

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