



The Israel Export & International Cooperation Institute



Economic Departments  
Mumbai and New Delhi



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**Dear Sir/Madam,**

It is with great pleasure that we introduce to you the Israeli Telecom Delegation to India that is comprised of our most innovative companies. Telecommunications is one of the fields in which Israel's high-tech ingenuity has taken it to a position of prominence in the global market.

The country's telecom industry integrates a broad spectrum of companies who gained worldwide recognition as leaders in fields such as wireless technologies, fiber optics, access and transport networking, and business support systems. The industry also has many niche entrepreneurial players who bring to the market innovative products mainly in the VAS and network optimization solutions.

The cutting-edge technology development has brought to Israel many multinational companies who have established R&D centers that became a significant part of their operations. Companies like Intel, Motorola, Cisco, Samsung, Alcatel-Lucent, and Nokia-Siemens Networks are exporting out of Israel over two billion dollars annually.

The Israeli companies are also recognized as flexible, quick to respond, reliable, and partners for the long term. These attributes enabled the industry to penetrate the most demanding carriers in the world such as Deutsche Telecom, BT, China Telecom, NTT DoCoMo as well as to all leading carriers and service providers in India.

This catalog provides an introduction to the outstanding companies participating in the telecom delegation. We hope you will be intrigued and even surprised by the innovative solutions presented here, and encourage you to meet with the companies' representatives to explore areas of mutual interest.

Looking forward to meet you and express our gratitude in person.

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# Vendor index by Segments:

## Access / Transport

**FibroLAN** .....(Pg. 11)

**RAD Data Communications** (Pg. 18)

## BSS (Business Support Systems)

**ClickSoftware** .....(Pg. 9)

**FTS** .....(Pg. 12)

**Sagarmatha** .....(Pg. 20)

## Wireless Networking

**Optiway** .....(Pg. 14)

**Provigent** .....(Pg. 15)

**Runcom** .....(Pg. 19)

## VAS

**B.I.S** .....(Pg. 7)

**Mobile1** .....(Pg. 13)

**Puresight** .....(Pg. 16)

**SpeechModules** .....(Pg. 21)

**TeleMessage** .....(Pg. 23)

## Network Optimization

**Allot Communications** .....(Pg. 6)

**B-Obvious** .....(Pg. 8)

## Testing

**QualiSystems** .....(Pg. 17)

## Enterprise Services

**EasyRun** .....(Pg. 10)




**Tadiran Telecom** .....(Pg. 22)

**Wandy by CTWARE** (Pg. 24)

# Company @ a Glance

Company	Description	Categories
 <p><b>Allot</b> communications <a href="http://www.allot.com">www.allot.com</a></p>	<p><b>Allot Communications</b> is a leading provider of intelligent IP service optimization and revenue-generation solutions based on Deep Packet Inspection (DPI) technology.</p>	<ul style="list-style-type: none"> <li>• Network Monitoring / Optimization / QoS</li> <li>• VAS (Value Added Services)</li> <li>• Cutting CapEx / OpEx</li> </ul>
 <p><b>BIS</b> Advanced Software Systems Ltd. <a href="http://www.bis-solutions.com">www.bis-solutions.com</a></p>	<p><b>B.I.S. advanced software systems ltd.</b> provides a comprehensive solution that synchronizes between cellular devices, online storage and PC's without any installation on these devices.</p>	<ul style="list-style-type: none"> <li>• VAS</li> <li>• Business Applications</li> </ul>
 <p><b>B-OBVIOUS</b> <a href="http://www.b-obvious.com">www.b-obvious.com</a></p>	<p><b>B-Obvious</b> – provides link optimization and boosting solutions for ISPs by generating low cost additional bandwidth capacity on existing infrastructure and by providing ultimate user experience while enhancing overall network quality.</p>	<ul style="list-style-type: none"> <li>• Network Monitoring / Optimization / QoS</li> <li>• Satellite Communications</li> <li>• Metro / Backbone transport</li> </ul>
 <p><b>ClickSoftware</b> Making Service Click <a href="http://www.clicksoftware.com">www.clicksoftware.com</a></p>	<p><b>ClickSoftware</b> offers a full range of service optimization solutions, as well as implementation, training, and support services - all aimed at helping service organizations complete more calls per day, and achieve a higher customer satisfaction.</p>	<ul style="list-style-type: none"> <li>• BSS</li> <li>• Mobile workforce management</li> <li>• Business Applications</li> </ul>
 <p><b>EasyRun</b> @ The Heart of Your Business <a href="http://www.easyrun.com">www.easyrun.com</a></p>	<p><b>EasyRun</b> provides agnostic PBX VoIP Contact Centers for the SMB market. The Company has over 1000 customers worldwide including Coca Cola The Dallas Cowboys and the US Coast Guard. EasyRun's solutions are deployed in a number of vertical markets.</p>	<ul style="list-style-type: none"> <li>• PBX agnostic Contact Center</li> <li>• Business Applications</li> <li>• VoIP</li> </ul>
 <p><b>FibroLAN</b> FIBEROPTIC NETWORKING <a href="http://www.fibrolan.com">www.fibrolan.com</a></p>	<p><b>FibroLAN</b> – most advanced and cost effective solutions for mobile backhauling over fiber optic that allow smooth migration from legacy to NGN (3G and higher) protocols and capacities.</p>	<ul style="list-style-type: none"> <li>• Wireless Coverage / Backhauling</li> <li>• Fixed Access Solutions</li> <li>• Metro / Backbone transport</li> </ul>
 <p>every event counts™ <b>fts</b> <a href="http://www.fts-soft.com">www.fts-soft.com</a></p>	<p><b>FTS</b> (LSE: <a href="#">FTS</a>) is a provider of Business Control, Billing and CRM solutions for Communications Service Providers. FTS allows Providers to better understand their customer base and leverage business value from every event and interaction.</p>	<ul style="list-style-type: none"> <li>• BSS (Payments &amp; Billing)</li> <li>• Business Applications</li> <li>• Enterprise Applications</li> </ul>
 <p><b>Mobile1</b> <a href="http://www.mobile1.co.il">www.mobile1.co.il</a></p>	<p><b>Mobile1</b> - one of the leading mobile aggregators and VAS enablers in Israel by all carriers, providing satisfying mobile solutions to media brands from all around the world.</p>	<ul style="list-style-type: none"> <li>• VAS (Value Added Services)</li> <li>• Mobilizing the Web</li> <li>• Multimedia Content: Video / Music / Games</li> </ul>

Company	Description	Categories
 <a href="http://www.Optiway.co.il">www.Optiway.co.il</a>	<p><b>Optiway</b> provides a robust, highly cost effective, multi-service, multi operators, single fiber optical solutions for in-buildings wireless communications.</p>	<ul style="list-style-type: none"> <li>•Broadband Wireless WiFi / WiMAX / LTE solutions</li> <li>•Wireless Coverage / Backhauling</li> <li>•Cutting CapEx / OpEx</li> </ul>
 <a href="http://www.provigent.com">www.provigent.com</a>	<p><b>Provigent</b> offers system-on-a-chip solution for Wireless Point-to-Point products (including Cellular Wireless Backhaul).</p>	<ul style="list-style-type: none"> <li>•Wireless Coverage / Backhauling</li> <li>•Metro / Backbone transport</li> <li>•Broadband Wireless WiFi / WiMAX / LTE solutions</li> </ul>
 <a href="http://www.puresight.com">www.puresight.com</a>	<p><b>PureSight</b> – Protecting families and children while surfing the internet by providing managed Parental Control solutions (VAS), especially tailored to be provided via Mobile Operators, ISPs. With seamless efforts and attractive Revenue Share model.</p>	<ul style="list-style-type: none"> <li>•VAS</li> <li>• Consumer security / Parental Control</li> <li>• Handsets</li> </ul>
 <a href="http://www.qualisystems.com">www.qualisystems.com</a>	<p><b>QualiSystems</b> is a leading global provider of comprehensive Test Automation solutions, for telecom operators, mobile vendors and network equipment manufacturers. QualiSystems Solutions increase product quality while reducing testing time and efforts.</p>	<ul style="list-style-type: none"> <li>•QA/QC, Test Automation Solutions</li> <li>•Cutting CapEx / OpEx</li> <li>•Network Monitoring / Optimization / QoS</li> </ul>
 <a href="http://www.rad.com">www.rad.com</a>	<p><b>RAD Data Communications</b> has achieved international recognition as a major manufacturer of high quality access equipment for data communications and telecommunications applications.</p>	<ul style="list-style-type: none"> <li>•Broadband Wireless WiFi / WiMAX / LTE solutions</li> <li>•Fixed Access Solutions</li> <li>•Metro / Backbone Infrastructure</li> </ul>
 <a href="http://www.runcom.com">www.runcom.com</a>	<p><b>Runcom</b> provides End-2-End system solution for mobile Wimax, from the Asics level through complete systems such as various models of MSS and BST to full Network Operating Center (NOC) allowing the connectivity between the ASN and the CSN networks.</p>	<ul style="list-style-type: none"> <li>•Broadband Wireless WiMAX / LTE solutions</li> <li>•Handsets</li> <li>•Messaging / Mobile e-mail / IM</li> </ul>
 <a href="http://www.sag121.com">www.sag121.com</a>	<p><b>Sagarmatha's</b> solution enables mobile operators to maximize the marketing impact of the services offers &amp; price plans on a <b>personalized</b> basis to each subscriber, based on customer behavior modeling, prediction and previous purchase experience.</p>	<ul style="list-style-type: none"> <li>•BSS for personalized marketing services</li> <li>•Business Applications</li> </ul>
 <a href="http://www.speechmodules.com">www.speechmodules.com</a>	<p><b>Speech Modules</b> offers a fully automated transcription services in the telephony messaging market. The services are based on the company's <b>AcouMath®</b> engine – a speech recognition engine based on acoustical - mathematical technology.</p>	<ul style="list-style-type: none"> <li>•VAS</li> <li>•Messaging / Mobile e-mail / IM</li> <li>•Business Applications</li> </ul>

Company	Description	Categories
 <a href="http://www.tadirantele.com">www.tadirantele.com</a>	<p><b>Tadiran Telecom</b> is an established global leader, innovator, and supplier of IP business telephony and telecom solutions. For over 40 years, Tadiran has been serving businesses of all sizes, including some of the world's largest companies.</p>	<ul style="list-style-type: none"> <li>•CPE / IP-PBX</li> <li>•VoIP</li> <li>•Multimedia Contact Centers</li> </ul>
 <a href="http://www.TeleMessage.com">www.TeleMessage.com</a>	<p><b>TeleMessage</b> – Converged Messaging products for operators: <b>SMS to Voice:</b> Converts text SMS to Voice and calls phones. For less educated and rural people. <b>PC to Mobile:</b> Send Text, Pictures, Music &amp; Video from the Internet or PC to Mobile phones.</p>	<ul style="list-style-type: none"> <li>•VAS</li> <li>•Messaging / Mobile e-mail / IM</li> </ul>
 <a href="http://www.wandy-saas.com">www.wandy-saas.com</a>	<p><b>CTWARE</b> – the developer of <b>Wandy</b>, a SaaS contact center solution, designed to be delivered by service providers to the SMB as a service. Wandy is an all-in-one, multi-tenant, multi-media package, providing customers with a do-it-yourself capabilities.</p>	<ul style="list-style-type: none"> <li>•SaaS contact center solution</li> <li>•Business Applications</li> <li>•Cutting CapEx / OpEx</li> </ul>



## Allot Communications

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### Company & Solution at a Glance

Allot Communications is all about intelligent broadband traffic management solutions for carrier, service provider and enterprise networks. Allot solutions apply deep packet inspection (DPI) technology to transform broadband pipes into smart networks. Allot's Layer-7 visibility, application control, and subscriber management solutions provide the network intelligence that is needed to manage bandwidth utilization, guarantee quality of experience (QoE), contain operating costs and maximize revenue from broadband services.

### Customer's Challenges

- Visibility and Control of Networks
- Controlling Traffic and Maximizing Average Revenue per User (ARPU)
- Ensuring Mission-Critical Applications and Containing Network Costs

### Our Offering

As broadband moves into the next phase of market development, providers are attempting to address the dual goals of service optimization (keeping costs down while maintaining a quality user experience) and service differentiation (offering value added services based on Internet-based content and applications). Allot carrier-class solutions help service providers achieve these goals.

Allot also offers a policy-powered approach to managing utilization and performance on wide-area education, government, and enterprise networks. Allot DPI-based solutions enable IT organizations and data centers of all sizes to understand how their bandwidth resources are being consumed by users and applications, to prioritize and ensure the performance of business-critical applications, and to provide frontline security against malicious attacks.

### Unique Differentiators

- Providing a real time Network Intelligence for service providers & Enterprise customers.
- Best Protocol identification, capacity and performance in the market
- Providing a set of Value Added services within the same platform

### Business Benefits for the client

- Ability to charge users according to different QoS (Service Providers).
- Controlling operational costs by throttling Peer to Peer traffic

### References, Strategic Partners, Current Presence in India

**Clients:** [Hundreds of Service Providers and Enterprise organizations worldwide ]

**Partners:** [100+ partners worldwide]

**Customer Quotes:** [can be found in [www.allot.com](http://www.allot.com)]

### Technology Categories

**Categories:** Network Monitoring / Optimization / QoS, VAS (Value Added Services), Cutting CapEx / OpEx



## **B.I.S. advanced software systems Ltd**

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### **Company & Solution at a Glance**

1. Market Leader, in remote online storage – a unique value added service for cellular carriers and telecommunication companies.
2. We offer innovative web storage solutions for data: Office documents, pictures movies etc.
3. Our services are for: pre paid, fixed paid customers etc. business and privates segments.
4. Among B.I.S, Clients are-: USA FBI , NASA , AIG IL , WIND IT all Israeli I.S.P.'s etc.

### **Customer's Challenges**

1. End users loyalty is low and it is easy to change operator.
2. Increasing the usage of cellular internet- 3G etc.
3. Creating a long range revenue stream.

### **Our Offering**

**We offer a unique Value Added Service:** In a modest sales effort and without any installation on the cell phone, any user (pre paid, fixed paid etc) can join this service. After a short enrollment, the client can upload, download data, share it with friends and even view movies on his device.

We have flexible business models including, revenue sharing, pay per storage quota etc.

### **Unique Differentiators**

1. Easy integration into existing billing systems.
2. Multiple options to choose from-enables to create different service packages.
3. Support efficiently, a mass number of concurrent users.
4. Ability to scale up as more users join.
5. Custom design: for Operators logo, GUI etc.
6. Short sales effort and modest engagement with service centers.

### **Business Benefits for the Customers**

#### **Benefits for operator:**

1. Enhancing customer loyalty.
2. Offering a truly needed service.
3. Increasing the usage of cellular internet.
4. Creating a long range revenue stream.

#### **Benefits for end user:**

1. Ability to share data with others (files, pictures or movies).
2. Accessing data from cell phone or any PC.
3. Secured online vault for his important data.

### **References & Strategic Partners**

**Customers:** All Israeli ISP's WIND from Milan IT

**Partners:** NETAPP (NETWORK APPLIANCES).

### **Technology Categories**

**Categories:** Value Added Services, Business Applications



## **B-OBVIOUS**

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### **Company & Solution at a Glance**

B-Obvious is a leading provider of link optimization and boosting solutions for ISPs (Internet Service Providers). B-Obvious offers unique value proposition for service providers by generating low cost additional bandwidth capacity on existing infrastructure and providing ultimate user experience while enhancing overall network quality. It's patent based set of link optimization solutions enables ISPs to virtually multiplex additional network links on existing infrastructure.

### **Customer's Challenges**

ISP's nowadays are confronting multiple related challenges. Raising bandwidth demand increase operational costs and reduces profit while Faster and broader access combined with increasing user awareness causes inability to stand up to end user expectations. Network bottlenecks are being created ,due to the high cost of bandwidth, and affect the quality of the entire network.

### **Our Offering**

B-Obvious line of products increases the available bandwidth of the optimized link, improves user experience and improves the overall network performance while decreasing dramatically bandwidth costs. The solution is applicable for all data types including rich media, video, audio and compressed data. Using cutting edge technology B-Obvious' products are designed to sustain network loads at the busiest Internet connections and backbone junctions. The solution increases network efficiency in various factors such as bandwidth consumption, latency and load on existing networking devices.

### **Unique Differentiators**

Our solution is applicable for most data types and applications including rich media and compressed data and provides 'on top' network optimization. The benefit is measurable both for the operational cost reduction and for the increased user experience. B-Obvious offers link optimization solutions both for 1Gbps and 10Gbps networks.

### **Business Benefits for the client**

Our solution enable ISP's to reduce operational costs, strengthen their brand name, gain competitive edge and reduce churn.

### **References**

References will be given upon request.

### **Technology Categories**

**Categories:** Network Monitoring / Optimization, Satellite Communications, Metro / Backbone Infrastructure





## ClickSoftware

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### Company & Solution at a Glance

ClickSoftware offers a full range of service optimization solutions, as well as a host of implementation, educational, and support services—all aimed at helping service organizations complete more calls per day, week, month, and year. Job completion is the lifeblood of any service organization, and ClickSoftware's technology and expertise are at the heart of the most successful service operations around the world.

### Customer's Challenges

Every company has its own set of compelling strategic and tactical reasons to deliver high quality, highly efficient service. While the circumstances may be unique, the basic challenges are the same: how to deliver the best service within the current budget and how to intelligently manage the workforce on a daily, weekly, and monthly basis.

### Our Offering

ClickSoftware enables intelligent decision making across all levels of the organization (unlike CRM, asset management and inventory management, all of which are primarily concerned with data processing). ClickSoftware eliminates guesswork and inefficiency in service delivery by providing the answers to fundamental questions, such as:

- **Scheduling** – How do we optimally allocate resources to work while considering everything about each resource, commitments, and travel while adjusting to inevitable business changes?
- **Execution** – How do we respond, in real-time, to developments during service delivery (traffic jams, job cancellations, emergency calls)?
- **Analysis** – How are we performing? Where are the bottlenecks?

### Unique Differentiators

**Proven Experience:** ClickSoftware has the largest installed base including Ericsson India and Bharti Airtel. ClickSoftware provides the broadest and deepest portfolio of solutions.

**Technology Leadership:** We provide a powerful and innovative service-oriented architecture that ensures full availability, maximum agility and proven scalability.

**Commitment to Customers:** Our Customer Advisory Board is a particularly valuable forum that ClickSoftware fosters to ensure that its solutions are positioned to satisfy clients' long-term needs.

**Partnerships:** ClickSoftware has partnerships with SAP, IBM, Wipro, Accenture and more.

### Business Benefits for the client

The benefits include higher productivity in terms of jobs per day, increased compliance with service level commitments, lower operational costs (labor, travel, overtime, and back office overheads), higher customer satisfaction, improved responsiveness to customers, and, ultimately, increased profitability.

### References

Presence in India: Bharti, IBM, Ericsson

### Technology Categories

**Categories:** BSS, Mobile Workforce Management, Business Application



## EasyRun

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### Company & Solution at a Glance

EasyRun provides cost effective multimedia Contact Center solutions for the SMB (small-medium business) marketplace. EasyRun's EPIC Platform is recognized as turnkey. It is easy to install and manage and delivers immediate ROI. The Company has over 2000 customers worldwide, including Coca Cola, John Deere, U.S. Coast Guard, and Holiday Inn. Although 75% of EasyRun's sales are in the US, the Company truly has a global presence with operational systems installed in Canada, Mexico, Brazil, Australia, UK, Sweden, Turkey, Italy, South Africa and Israel.

EPICAcce (the company's latest product) delivers an appliance based enterprise grade, PBX Agnostic contact center that can integrate with both legacy and VoIP voice infrastructures. In 2009 EasyRun won the "IP Contact Center Technology Pioneer Award" from TMC.

### Customer's Challenges

Customers are looking to:

Get a high-end multimedia contact center that is aggressively priced. EPICAcce allows customers to focus their investment on the contact center without the need to make major changes to their existing voice infrastructure. The product offers advanced communication capabilities, is easy to install and delivers immediate ROI through dramatically increased contact center efficiencies.

### Our Offering

EPICAcce includes a full featured contact center solution as well as a complete voice infrastructure. Because the product is offered on open architecture it integrates seamlessly and cost effectively with legacy or VoIP PBX solutions

### Unique Differentiators

PBX Agnostic. EPICAcce integrates seamlessly with any PBX and/or be connected directly to the PSTN. The Product is easy to understand and implement (installation times are measured in days vs weeks). It allows resellers to sell, install, and maintain a robust solution without major investments in employee training and certification.

### Business Benefits for the client

With EPICAcce, customers can enjoy the benefits of an advanced, state of the art contact center without making major changes to their existing voice infrastructure. In addition, EasyRun's partners can address a broader market segment without the need to become expert in multiple products.

### References

**Clients:** Coca Cola, Dallas Cowboys, USA Coast Guard, University Of Utah, Pizza Hut

**Partners:** 3Com, ShoreTel, IBM

**Customer Quotes:** "We were amazed when EasyRun product delivered a full ROI in just three months. We found the product easy to install and use and the reporting and monitoring have helped us to save both time and money." Terry Smith, Senior Network Manager CR England.

### Technology Categories

**Categories:** PBX agnostic Contact Center, Business Applications, VoIP



## FibroLAN Ltd.

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### Company & Solution at a Glance

**FibroLAN** – a 13 year old public company, providing most advanced and cost effective solutions for **mobile backhauling** that allow smooth **migration from legacy to NGN** (3G and higher) protocols and capacities.

In addition – Metro Ethernet Access and transmission systems

### Customer's Challenges

To protect investments made in mobile backhauling infrastructure while migrating from 2G to 3/4G/LTE and from copper to dedicated fiber, **avoid technologies that may become obsolete in mid-term**

### Our Offering

A range of wireline backhauling solutions from basic 100M capacity to 16GE capacity, including multiple E1s. Recently released **Synchronous Ethernet** based systems as well as 1588. Same platforms are used for ME Access of business subscribers.

### Unique Differentiators

Same platform used for GE over copper and DPH over GE/fiber, change functionality within seconds, remotely reconfigurable; **the only technology available today that can do both**

### Business Benefits for the client

Ultimate **protection of investment** and CAPEX reduction in a fast changing environment

### References

**Clients:** *Telstra, Tele2, TDC, Cellcom++++*

**Partners:** *Alcatel-Lucent, Nokia Siemens Networks*

### Technology Categories

**Categories:** Wireless Coverage / Backhauling, Fixed Access Solutions, Metro / Backbone Infrastructure



## FTS

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### Company & Solution at a Glance

FTS is a leading provider of Billing, CRM and Business Control solutions for communications and content service providers. By analyzing events from a business standpoint rather than just billing them, FTS allows providers to better understand their customer base and leverage business value from every event and interaction.

### Customer's Challenges

Time to Market in launching new services;  
High OPEX and CAPEX; Low Customer Satisfaction resulting in Customer Churn, Real Time Response, Creation of New Market Opportunities, Cross-network Services, vendor dependencies.

### Our Offering

**Leap™ Billing & CRM** - Convergent, flexible BPM-based billing & CRM solution that realizes substantial reductions in OPEX and CAPEX while increasing customer satisfaction and retention.

**Leap Billing** - End-to-end billing, customer care and business control solution with a rich feature set and future-proof capabilities to handle any straightforward or multi-play transaction

**Leap BCE** - Business policy control layer in a Communications Service Provider (CSP) infrastructure between the network and the provider's OSS and BSS. It enables the CSP to view and address customers and their service plans from a holistic business perspective, providing them with a superb customer experience which enables new revenue-generating opportunities and reduces churn.

### Unique Differentiators

- Maximum flexibility & vendor independency - leading to fast Time-to-Market
- Cross-network, cross-product service plans - suites Multi-play environments
- Business control – taking events beyond billing
- Pre-integrated, convergent pre/postpaid charging, billing & CRM, reducing implementation time and risk, and featuring a unified product catalog

### Business Benefits for the client

FTS - a legacy of innovation, is a Billing and Customer Care provider which have powerful real time solutions that enables service providers to bill for next generation services with the utmost intelligence and flexibility

### References

**Clients:** Company references: Freenet - Germany, Telenet - Belgium, Vodafone - Iceland, VoxMobile - Luxemburg, MobilTel - Bulgaria, Paetec Communications - USA, Cbeyond Communications - USA, Integra Telecom - USA, Globalcom Inc. - USA, MovieBeam - USA, STI - Indonesia, Euroset - Russia, Velcom - Belarus, ETB - Columbia, iBurst - South Africa, Camtel - Cameroon

**Partners:** HP, BEA Systems Inc., Sun Microsystems, Oracle, Tango Telecom, AceComm, Sandvine, MailVision, Cisco, LogNet Inc., Allot

### Technology Categories

**Categories:** Payments & Billing, Business Applications, Enterprise Applications



## Mobile1

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### Company & Solution at a Glance

A leading aggregator and VAS enabler, with long-lasting relationships with all Israeli mobile carriers. Specializes in the development and adaptation, management and distribution of content to all mobile platforms (WAP, video, IVR, SMS & MMS, games & applications, downloads etc).

Looking to expand its activities to the Indian mobile market.

### Customer's Challenges

We are familiar today with the behavior of the mobile end-user and with its short attention span, and we have internally developed and perfected the leading principles required to present, package, promote and manage successful mobile offerings. Additionally, as the mobile chain of events includes three main identities– Content Providers- Carriers- End Users, we are constantly operating to maintain the balance between assuring the best user experience on the one hand, and maximizing revenues on the other hand (according to the financial models which apply).

### Our Offering

We offer aggregation and VAS solutions which are designed to maximize the potential of mobile content. Amongst our many solutions, we developed optimizing solutions for the creation and management of successful WAP sites, which are based on our client's needs and desires on the one hand, and on our experience in characterization of well-based WAP sites on the other.

Also, as our system processes the individual characteristics of all mobile handsets available in Israel, our system is able to present all textual and image content in accordance with the limited graphic size and number of tabs each device and screen is able to present, including segmenting the text to multiple pages, resizing images and logos, supporting multilingual letters including alignment of text left-to-right and right-to left.

### Unique Differentiators

Our service is founded both on our technology and on our human resources and expertise in identifying the potential of any data source and capability to adapt it optimally to a mobile product. This is the result of many years of experience in the field, and long lasting relationship with all carriers. Additionally, as we have been working with all Israeli carriers for many years, we are able to support and maintain various technical requirements and specifications, encoding and broadcasting methods.

### Business Benefits for the client

A One Stop Shop to answer all mobile aggregation and VAS needs and requirements - an In House mobile technology department, an In House video department, an In House WAP department, Marketing, Legal and Financial personals and many other services - all offered by an experienced crew.

### References

Presence in Europe and the U.S.

**Clients:** *in India, working with Hungama and Astute Systems Technology*

### Technology Categories

**Categories:** VAS (Value Added Services), Mobilizing the Web, Multimedia Content: Video / Music / Games



## Optiway

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### Company & Solution at a Glance

Optiway provides a robust, highly cost effective, multi-service, multi operators, single fiber optical solutions for in-buildings wireless communications.

### Customer's Challenges

Emerging need of wireless service providers to provide in-building cellular coverage. The increase in subscriber number and usage causes the current solutions to fall short of the needs inside large buildings and campuses.

### Our Offering

AllAccess Optical DAS  
ALLRep optical repeater  
AllMax WiMax DAS

### Unique Differentiators

Highly flexible, superior technical functionality and extremely cost effective

### Business Benefits for the client

**Faster ROI, Increased profitability, Higher service quality**

### References

**Clients:** *All cellular operators in Israel (Pelefone, Partner, Cellcom, MIRS); Entel / Chile*

**Partners:** *Leadcom and C Mer in Israel*

**Customer Quotes:**

“Optiway products are great and work great. You have pure gold in your hands”  
Ido Adani, Cellcom In-building group leader

“I am sure your products could make a difference in International market, as it does in Israel”  
Vladimir Rabinovich, Radio Planning Manager, Partner

“Optiway product made us win the Titanium project”  
Carlos Sepulveda, Technical Director, Leadcom Chile

### Technology Categories

**Categories:** Broadband Wireless Solutions / WiFi / WiMAX / LTE, Wireless Coverage / Backhauling, Cutting CapEx / OpEx



## Provigent Ltd.

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### Company & Solution at a Glance

Best-of-breed, easy to use System-on-a-Chip Wireless Point-to-Point transmission solution provider (Cellular Wireless Backhaul, Wireless Broadband Backhaul, Enterprise point-to-point wireless etc.):

With Provigent highly integrated solution, there is no need anymore in fundamental research and development in order to design, develop and manufacture best of its class Microwave Point-to-Point radios serving rapidly growing Indian domestic Wireless Communication market

### Customer's Challenges

Indian carriers are facing double scissors of growing traffic and reduced revenue, and the need to increase their network capacity without significant change in the network OpEx. Backhauling is a major cost component in the network so any cost savings there will significantly enhance the overall profitability.

### Our Offering

Cooperation in product creation, design, development, manufacturing of the best of its class Microwave Point-to-Point radios

### Unique Differentiators

Best-of-breed Wireless Point-to-Point transmission solution based on Provigent System-on-a-Chip solution with outstanding performance and significant cost saving

### Business Benefits for the client

Be the first to reduce the CapEx and Opex of Wireless Backhaul with Provigent System-on-a-Chip solution

### References

Will be provided on-demand

### Technology Categories

**Categories:** Wireless Coverage / Backhauling , Metro / Backbone Infrastructure , Broadband Wireless / WiFi / WiMAX / LTE Solutions



## PureSight Technologies Ltd.

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### Company & Solution at a Glance

PureSight specializes in the protection of children while surfing the internet. An Israeli Private Company established 1998, with 40 employees near Tel Aviv and London. Our core Parental Control technologies includes unique an artificial intelligence (AI) based engine for dynamic classification of offensive CONTENT (such as Pornography, Gambling, Drugs, Violence and others named ACR and smart engine for inspection and analyzing internet communication to detect inappropriate CONDUCT while using IM, chat and P2P applications, named ACI. As of today over fifteen (15) million children in more than 40 countries and 140 ISP are using the PureSight products and Technologies for Parental Control.

### Customer's Challenges

PureSight's global is the development of a safer internet use for children, especially for protection from inappropriate content and communication, from any type of internet access points (Handsets, Mobile devices, PCs, Laptops, and Residential Gateways etc.)

### Our Offering

**PureSight Classification Server** - Is a network based solution for Mobile operators and ISPs. A Linux based centralized network solution to be implemented at Mobile operators or ISP backbone

**PureSight PC** – State of the art **standalone Parental Control software** specially designed to be provided to residential home users by ISPs as **Value Added Services**.

**PureSight Online Child Safety on Devices** – a unique on solution for Mobile devices such as Handsets and Residential gateways (already exist a Linux based Prototype for OpenMoko) The entire solution can be deployed on the handset itself.

### Unique Differentiators

**Accuracy:** Unmatched classification accuracy, low effect of languages on accuracy, extremely low rate of false positive (over blocking)

**Efficiency:** Classification in Real-Time, to cope with the ever changing Internet, process, low latency. Scalable structure, allows constant growth support. Keep-up and maintains coverage as Internet expands.

### Business Benefits for the client

Provide additional VAS for revenue stream, adhere with governmental regulation, increase brand value by providing

### Company References & Strategic Partners

**Presence in India:** PureSight CSDK integrated within F-Secure security suite deployed at Reliance Communication (ISP)

**Company references:** Orange Mobile Israel, Roadrunner USA, Turkish Telekom

**Wired market:** Computer Associate (CA), F-secure, and Authentium.

**Mobile Market:** Comverse, Ericsson, Adaptive Mobile, Unipier, InfoGin

### Technology Categories

**Categories:** VAS, Consumer security / Parental Control





## QualiSystems

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### Company & Solution at a Glance

QualiSystems' TestShell solution is a single platform that enables a consistent, repeatable process for Test Management, Test Automation and Business intelligence. TestShell helps Network equipment manufacturers and Telecom/Mobile Service Providers to reduce testing cost (CapEx/OpEx), improve product quality and effectively manage the quality process.

### Customer's Challenges

Due to the rapid technological and market changes in the telecommunications industry, including the growing demand for advanced services, the need for high-quality products is constantly growing. As a result, testing becomes a major bottleneck, making it difficult to respond to market changes. What's required is a comprehensive testing platform that can help to overcome the following challenges:

- Long duration of the testing processes, and time to market
- High testing cost and complexity - lack of test efficiency
- Quality of service

### Our Offering

TestShell is an end-to-end test automation system, providing comprehensive coverage for all testing requirements and complete quality assurance management. TestShell constitute a suite of integrated applications that can be used for testing any type of hardware, device or embedded system, turning the testing process into a complete quality optimization solution allowing to:

- Slash operation expenditure and time-to-market by reducing test duration and effort
- Improve product quality with full test coverage throughout the product lifecycle
- Optimize test management with comprehensive auto reporting and analysis capabilities

TestShell easily automates a wide range of network protocols, script languages and test instruments, without requiring programming skills. It has built-in online dashboards that provides reporting capabilities, real-time data analysis and enhanced business intelligence. TestShell provides a unified platform for IP performance and load testing, as well as for functional testing.

### Unique Differentiators

TestShell is the **only** fully integrated solution providing **end-to-end test automation** throughout the **entire product lifecycle** in a single platform. TestShell test creation tools enable easy and independent design of intricate **event-driven** tests without programming.

### Business Benefits for the client

TestShell helps organizations to reduce CAPEX & OPEX, to shorten time to market and improve product quality by automating the entire testing and quality management processes.

### References

**Customers:** Deutsche Telekom, Ceragon Networks; Bosch, SanDisk, RAD, CSR, Leuze, Baumuller, Israeli MOD; Israeli Defense Force; Israeli Air Force; Cellcom; Pelephone

**Partners:** Microsoft, Oracle, Ixia, HP, Acti, Abbyy, Telelogic-IBM

### Technology Categories

**Categories:** QA/QC, Test Automation Solutions, Cutting CapEx / OpEx ; Network Monitoring / Optimization / QoS



**data communications**

## **RAD Data Communications**

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### **Company & Solution at a Glance**

Established in 1981, privately owned RAD Data Communications has achieved international recognition as a major manufacturer of high quality access equipment for data communications and telecommunications applications. The company's installed base exceeds 10,000,000 units and includes more than 150 carriers and operators around the world. These customers are supported by 12 RAD offices and more than 300 channel partners in 164 countries.

### **Customer's Challenges**

Tomorrow's networks will not only require an exponential increase in capacity. They will also have to be intelligent enough to manage themselves and their elements based on the nature of the traffic. Solutions that simultaneously ensure profitability and customer satisfaction can only be provided by vendors with an intimate familiarity with the entire spectrum of technologies that tomorrow's networks will be called upon to support. This is the RAD advantage.

### **Our Offering**

Carrier Ethernet access solutions over TDM, fiber and DSL; aggregation-site, cell-site and backhaul optimization gateways for mobile backhaul; voice trunking gateways, optimization solutions, compression and VoIP; utility and transportation networks; multiservice access platform, including multiplexers, cross connects, TDM NTUs, and IADs, pseudowire gateways, and Last Mile solutions over copper, fibre and DSL; government and enterprise networks.

### **Unique Differentiators**

Driven by technological innovation and guided by a veteran management team imbued with a corporate philosophy that values long-term cooperation with its customers and partners, RAD is preparing users to meet future telecommunications and data delivery challenges while enabling them to deal quickly and effectively with their immediate access requirements.

### **Business Benefits for the client**

RAD solutions serve the data and voice access requirements of service providers, incumbent and new carriers, and enterprise networks, by reducing infrastructure investment costs while boosting competitiveness and profitability.

### **References**

**Presence in India** *Office in Mumbai, Delhi*

**Clients:** *BSNL, MTNL, Bharti-Airtel, Vodafone, Loop Cellular, SIFY, Aircel, Defense, AAI, Tata Communications, Reliance, Infocomm and other enterprise corporate customers.*

### **Technology Categories**

**Categories:** Broadband Wireless / WiFi / WiMAX / LTE Solutions, Fixed Access Solutions, Metro / Backbone Infrastructure



## Runcom Technologies Ltd.

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### Company & Solution at a Glance

Runcom is a private held company founded in 1997, develops advanced wireless technologies and is recognized as the OFDMA pioneer and as the preferred technology solution for mobile Wimax and a backbone for the future Long Term evolution (LTE), the OFDMA also been incorporated as the baseline for IEEE 802.16a BWA standard enabling telecom operators to provide customers with enhanced Voice and Data services.

### Customer's Challenges

Due to its state of the art technology and capabilities, Runcom is recognized as a company that can 'customize' any solution for its customer, if it's a standard or a non-standard solution, thus posted as the company that can find the answer for any customer technological challenge

### Our Offering

Runcom is an OFDMA based fabless semiconductor company providing End-2-End system solution for mobile Wimax. Thus offering 'vertical' solution: from the Asic level through complete products (various kinds of MSS and BST) and to full Network Operating Center (NOC) allowing the connectivity between the ASN and the CSN networks, and mobile handsets

### Unique Differentiators

Runcom kept its uniqueness by adding advanced technology and solution on its Asics and products, that are not offered by any other Wimax player: for example widest channel BW, advanced antenna modes (AAS), PHY and MAC flexibility, dual layer in one chip, uniqueness customizations and a large portfolio of products, as well as innovations and owned patents.

### Business Benefits for the Customers

"**All in one**" by offering the full E2E solution, the customer do not need to invest in integration time between several vendors, the core technology is manufactures by Runcom (the basic OFDMA ASIC), the access products (MSS & BST), also most of the relevant NOC components (Billing, ASNGW, DHCP, FTP etc...)

### References, Strategic Partners

**Customers:** Many customer across the world: Nokia, JRC, ALU, China-Tel and more..

**Partners:** local distributors in many countries on all continents

**Customer Quotes:** Please Refer to Runcom Site for more information [www.runcom.com](http://www.runcom.com)

### Technology Categories (select the most relevant)

**Categories:** Broadband Wireless WiMAX / LTE Solutions, Handsets, Messaging/ Mobile e-mail/IM

**Keywords:** WiMAX, ASN-GW, NOC, CPE, BS, ASIC, Wimax chipset, LTE, Pico BS, FHY, MAC, Wimax handset, Mobile, Handset, VAS



## Sagarmatha Ltd.

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### Company & Solution at a Glance

Sagarmatha's solution enables mobile operators to maximize the marketing impact of the services offers & price plans on a **personalized** basis to each subscriber, based on customer behavior modeling, prediction and previous purchase experience.

### Customer's Challenges

The traditional cellular Campaign Management philosophy is based on finding for each voice plan or services offer a "segmented" group of subscribers. Sagarmatha's approach is to find the best set of offers for each one of the subscribers, the subscribers being the main asset of the cellular carrier.

### Our Offering

The SMART system enables personal matching of marketing offers to telecom subscribers in a simple and coherent manner, in order to increase profitability and loyalty. SMART stands for Sagarmatha's MARKeting Technology for mobile operators.

The telecom provider defines, for every campaign period, a set of offers for voice plans & telecom services. SMART analyzes usage history & matches the best offers to each subscriber.

Our proprietary Data Mining engine analyzes and predicts subscriber usage and provides true 1-to-1 marketing solutions.

### Unique Differentiators

Sagarmatha's Automated Personalized systems core technology is a sophisticated proprietary Data Mining Engine that enables uncovering hidden behavior patterns & profit potential.

Sagarmatha has 10 years of experience in developing & operating personalization solutions. We matched more than **4 Billion** personalized offers per year for the Cellular & Retail industries.

### Business Benefits for the client

Sagarmatha has impressive track record of helping cellular carriers to improve ARPU and generate incremental profit. As an example, one of our customers measured average monthly incremental revenue of \$5.3 per offer redeemer, when compared to a control group.

### References, Strategic Partners, Customer references

**Clients:** Cellcom, Stop & Shop, P&G, Nestle

**Partners:** Motorola, Modiv Media, IBM, Amdocs (non exclusive)

**Customer Quotes:** Israel's Cellcom CMO: "As Israel's largest cellular operator, with more than 3 million subscribers, our challenge is to address our subscribers personally with attractive offers for price plans and services that will help us to increase customers' loyalty and ARPU. Sagarmatha's SMART solution gives us the tools to do it effectively. During more than one year of using Sagarmatha's SMART system for 1-to- 1 marketing, we achieved significant results, including substantial incremental revenues."

### Technology Categories

**Categories:** Business Applications, BSS for **personalized** marketing of mobile services offers and price plans



## SpeechModules

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### Company & Solution at a Glance

Speech Modules: Speech Powered Messaging

Merging the ease of speech with the power of today's messaging platforms through the provision of the world's ONLY fully automated, real-time speech to text transcription services for the telephony messaging market.

### Customer's Challenges

- Create new and increase existing revenue streams and ARPU
- Offer innovative new services
- Create stand-out and differentiation from competitors
- Brand as technologically advanced service provider
- Provide natural interface (ease of use of the services)

### Our Offering

Speech Modules offers the following speech to text transcription services based on its unique AcouMath® transcription engine, which utilizes a proprietary innovative acoustical-mathematical approach:

- S2SMS - Speech to SMS (including speech to email/web/blog/fax)
- VM2T - voicemail to text
- S2SN – speech to social networking (including speech to Instant Message)
- Call Completion

### Unique Differentiators

Speech Modules have developed the AcouMath® - the ONLY speech transcription engine capable of delivering:

- full automation – ZERO human intervention
- speaker independent
- very large vocabulary
- real-time spontaneous speech transcription
- high accuracy

### Business Benefits for the client

- New and increased revenue streams and ARPU
- Cost effective and profitable – minimal up-front investment and rapid ROI
- Competitive advantage – added PR and marketing opportunity
- Totally brandable – the service will be a seamless extension of your brand
- An Open Architecture for flexible and cost-effective implementation

### References

**Clients:** will be disclosed upon request

### Technology Categories

**Categories:** VAS (Value Added Services), Messaging / Mobile e-mail / IM, Business Applications



## Tadiran Telecom Ltd.

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### Company & Solution at a Glance

Tadiran Telecom® is an established global leader, innovator and supplier of IP business telephony and telecommunications solutions. For over 40 years, Tadiran has been serving businesses of all sizes, including some of the world's largest companies and organizations in various market segments across 41 countries worldwide. Tadiran's solutions feature a comprehensive family of products including IP PBXs, Soft Switches, Contact Centers, IP phones, as well as Mobility and Desktop solutions. Tadiran strives to increase environmental awareness in the telecom market while utilizing green technology in its products.

### Customer's Challenges

Cost effective advanced solutions for enterprise communications and services. Geographically dispersed enterprises with the need for single admin and control for the whole network.

### Our Offering

Unified Communications, IP PBXs, Softswitches, Contact Centers, IP phones, as well as Mobility and Desktop solutions.

### Unique Differentiators

Latest VOIP technology, special attention to the customer needs with the ability for tailor made solutions, cost effective solution, evergreen approach.

### Business Benefits for the client

Using IP networks based on Tadiran Telecom's advanced platform covers present and future needs by smooth migration to new generation (NGN) without need to replace existing systems.

### References, Strategic Partners, Current Presence in India

**History:** Represented by CG and USHA in the past

**Clients:** Government, Army, Navy, Air Force, Space program, Universities, private enterprise networks, transportation (specifically Indian Rail), Healthcare, large industry, mining and etc.

**Partners:** BPL Telecom and HCL Infosystems are current Business Partners

### Technology Categories

**Categories:** CPE / IP-PBX , VoIP, Multimedia Contact Centers



## TeleMessage

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### Company & Solution at a Glance

TeleMessage has Converged Messaging products for Fixed-Mobile operators:

**SMS to Voice** – Convert text SMS to voice for Mobile phones, and send SMS messages to Fixed phones. Allow less educated and rural people to get SMS messages as calls after the text is converted to Speech, and delivered as a voice message call to the phone of the recipient. Has support for many languages including Hindi, English and more. Options to send message with Celebrity Voices, Text a Song, Personal Greetings and more.

**PC to Mobile** - provide subscribers with applications to easily send Video, Picture, Music, and Text from the Internet or PC to Mobile phones. And send E-Mail to SMS & MMS from Outlook, while using Contacts and Distribution lists. Integrated in the most common PC applications: Internet Explorer and Firefox, Flash, Outlook & Outlook Express, Excel Bulk Messaging and Windows File Explorer.

### Customer's Challenges

- Expand SMS reach using Text to Speech to rural, less educated people, and fixed line phones
- Send SMS text to be converted to Voice in many languages, including Hindi, English & more
- Content Generation with Video, Picture, Music and Text from the Internet or the PC to Mobile phones. With presence of Logo and Brand in Web browsers & E-mail clients.

### Our Offering

- Expand SMS reach to all users and phones: even rural and less educated people using Text-to-Speech to all phones: mobile and fixed phones.
- Bring the Mobile network to the PC of every subscriber, providing him tools to share and distribute content and grow data traffic.

### Unique Differentiators

- A full set of converged Fixed/Mobile services running on one platform: SMS to Voice, VoiceSMS and PC to Mobile.
- Multi-lingual support, Celebrity Voices, Text a Song, 2-way SMS, MMS, Voice and Fax.
- Send any Internet content with one click: Streaming Video, Music, Pictures or Text.

### Business Benefits for the client

A fast ROI on a hosted or licensed platform. Revenue share or licensing options.

### References, Strategic Partners, Current Presence in India

**History:** In trials with some operators in India

**Clients:** Verizon Wireless, Sprint-Nextel, T-Mobile, Orange, AIS, Kyivstar... and dozens more

**Partners:** Ericsson, Comverse, VeriSign, Sybase365, Syniverse, Mobixell

### Technology Categories

**Categories:** VAS, Messaging/ Mobile e-mail / IM



## Wandy - by CTWARE

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### Company & Solution at a Glance

Wandy is the first pure contact-center as-a-service (SaaS) designed to be delivered by carriers and service providers to their customers easily. This smart SaaS multi-tenant, all-in-one platform integrated to class 4-5 switches, features unique Do-It-Yourself capabilities allowing end users' non-tech personnel to implement and operate Wandy independently. Wandy's innovative business application service, create new revenues while helping carriers to reduce churn rate, increase customer value and penetrate the SMB market. CTWARE is an innovative software house specialized in service oriented systems , the company is a member of the Fore-group.

### Customer's Challenges

- Service providers and carriers need to leverage their customer base, secure their loyalty, increase customer's value and improve the operational margin.
- Service providers/carriers need to generate additional revenue using existing infrastructure.
- SMBs need contact center technology but in many cases do not have the capital to purchase it. The SaaS pay-as-you-go business model enables them to use it as a service.

### Our Offering

- Wandy is an all-in-one contact center suit delivered to customers via carriers and service providers as-a-service (SaaS) using mobile, fix-line and other type of infrastructure.
- Wandy provide an out-of-the-box solution covering all different media type including voice, chat, mail, fax as mail, dialers and more.
- The product easily integrates with other 3<sup>rd</sup> party solution allowing the carrier/service provider the ability to create comprehensive packages.
- The product is an immediate revenue generator. Benefits from monthly fees and additional revenues form infrastructure use, traffic, and related services.
- Wandy features a pure multi-tenant platform which is well organized around a Service-Oriented architecture, High level of availability, reliability, scalability and security .

### Unique Differentiators

- Unique technology, go-to-market and business model.
- Wandy integrates swiftly into carrier's environment in both IMS and pre-IMS environments.
- Wandy is a do-it-yourself product. End users create and operate a new contact center within a day, reducing dramatically carriers' maintenance and support cost
- Operators can use Wandy to broaden their offering to the SMBs segment
- Wandy's architecture defines clear security boundaries between different clients and server components, providing a well defined data separation between different tenants hosted on a single Wandy's platform at carriers' premises.

### Business Benefits for the client

- Wandy is an immediate revenue generator. Further to licenses fee, the carrier/service provider benefits form contact center' ecosystem applications and services, infrastructure and traffic.
- Creating an anchor for customer loyalty and increase customer value.

### Technology Categories

**Categories:** SaaS contact center solution, Business Application, Cutting CapEx/ OpEx