



RAD Data Communications

Company Profile

Access



data communications
The Access Company

Access Unlimited

Network Access Planned with Precision

For nearly 30 years, privately held **RAD Data Communications** has been providing innovative voice and data access solutions for mobile and fixed line carriers, service providers and enterprises around the world. Driven by technological innovation, guided by a veteran management team and imbued with a corporate philosophy

that values long-term cooperation with its customers and partners, RAD is preparing its customers to meet future telecommunications and data delivery challenges. At the same time it is enabling them to deal quickly and effectively with their immediate access requirements.

Fast Facts

- Established in 1981, company sales have grown from \$10 million in 1987 to \$170 million in 2007.
- RAD Data Communications has 23 offices on six continents, supporting a network of 300 sales channels in 164 countries.
- More than 30 percent of RAD's 1,150 employees in 13 countries are actively engaged in research and development.
- RAD's R&D and manufacturing operations are certified ISO 9001, while its environmental management system is ISO 14001 certified.
- RAD has a distinguished record of leadership in industry bodies such as the ITU, Metro Ethernet Forum, IP/MPLS Forum, the Internet Engineering Task Force, and Celtic, a EUREKA cluster that is the only European research and development program dedicated to end-to-end telecommunications solutions.
- At the Mobile World Congress 2008, RAD won the GSM Association's Global Mobile Award for Best Network Quality Initiative (the LA-130 DSL cell-site gateway).





Diverse Solutions

Although legacy and next-generation networks (NGNs) will continue to co-exist for some time to come, there is a clear trend toward packet-based, high-bandwidth services. RAD Data Communications is uniquely qualified to accompany service providers and their customers through the migration to next-generation networks. Since its establishment, RAD has embraced a multidisciplinary approach to R&D, mastering in-house a broad range of protocols, technologies and transmission media. The company's labs have devised a host of voice and data processors and

sophisticated ASICs, staying consistently at the forefront of the industry's efforts to enable cross-generation access.

The result of this multidisciplinary activity is a product portfolio that allows users to preserve their investment in existing access infrastructure and equipment, while leveraging lower-cost-per-bit next-generation networks for new services with the end-to-end Quality of Service (QoS) so vital for today's packet-based applications.

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Carrier Ethernet Access

RAD's EtherAccess® Carrier Ethernet feature set enables providers to deliver Ethernet services with end-to-end OAM over PDH, SDH/SONET, DSL, fiber, and wireless links, while ensuring QoS for Service Level Agreements (SLAs). These features fully comply with MEF, ITU-T, IEEE, and IETF standards. The EtherAccess feature set is incorporated into RAD's intelligent customer-located demarcation devices, channelized Ethernet gateways, integrated access devices, multiservice concentrators, wireless multiplexers, and media converters.



Multiservice Access and Last Mile

RAD's multiservice access and Last Mile solutions facilitate efficient deployment of narrowband and high speed data, LAN, digital and analog voice, and video services over PDH, SDH/SONET, DSL, and Ethernet access infrastructure. These products support Last Mile and remote PoP applications for incumbent operators, alternative carriers, ISPs, and rural operators. They also serve as the building blocks for self-managed utility, transportation and enterprise networks. Engineered with TDM pseudowire functionality, RAD's multiservice solutions bridge the gap between legacy data and voice requirements and lower-cost next-generation networks.



VoIP

RAD's new IP telephony access system offers service providers a revenue-generating opportunity to extend cost-cutting packet-based services with advanced features to the customer premises. A fully integrated end-to-end solution, the RAD VoIP System (RVS) makes it possible to quickly roll out VoIP services on a "pay-as-you-grow" basis to accelerate ROI and minimize upfront investments. A smart system with unique remote analysis tools to configure, upgrade and correct problems, RVS provides the high voice quality needed to satisfy customers and limit customer churn.



Cellular Backhaul

Cited by industry analysts as a market driver for mobile backhaul over Ethernet, RAD Data Communications is a primary supplier of Opex-reducing cell-site and aggregation site gateways to Tier 1 mobile operators around the globe. The company's award-winning Optimized Mobile Transport Platform has been implemented by T-Mobile International, KPN, Orange, and eMobile to transport 2G voice and real-time video traffic and 3G broadband mobile HSPA data services over any best-cost infrastructure or network: TDM, SDH/SONET, ATM, DSL, IP, Ethernet, or MPLS. Using standardized pseudowire-enabled technology and advanced synchronization distribution and clock recovery mechanisms, RAD's Optimized Mobile Transport Platform is paving the way to an all-IP mobile transport network and the benefits of fixed-mobile convergence.



Voice Optimization

For voice-intensive applications, such as cellular backhaul over satellite, broadband satellite services, inter-MSC trunking, call center connectivity, and international toll connections, the cost of bandwidth contributes a large chunk of operating expenses. Voice compression reduces transmission costs and leaves more bandwidth for data and video transport. RAD technology compresses voice 16:1 over TDM and IP links, cutting communications costs to yield remarkably fast ROI. RAD's voice optimization products incorporate highly sophisticated voice processors and codecs to maintain high voice quality during compression. RAD has been chosen as a solutions partner by Inmarsat to provide its voice trunking gateways as part of the Broadband Global Area Network (BGAN) service.



Customer Care

RAD partners are the first tier of the RADcare customer support program. With a global network of 300 distributors and VARs in 164 countries, local partners serve as the immediate point of contact for all inquiries regarding the installation, configuration and operation of RAD products. RAD customers can benefit from enhanced support services by subscribing to the RADcare program. RADcare service options include download access from the RAD database, and multiple levels of interactive support packages provided by RAD partners and backed by

the technical support staff at the company's international headquarters. Confident and well-trained engineers are a priceless asset. RAD conducts a comprehensive range of training programs on an ongoing basis around the world for end users, partners and distributors to ensure that not only are they up-to-date with the latest RAD products and technologies, but are also confident and experienced at configuring and managing them.

Leading Customers

RAD is a preferred solutions provider for more than 100 operators around the world, serving customers from Tier 1 mobile operators and fixed line incumbents to city carriers, ISPs and rural service telcos. These include the industry's global leaders, from AT&T to BT, Deutsche Telecom, France Telecom, Japan Telecom, Orange France, Telefónica, Telus, T-Mobile International, and Verizon. Beyond its strong ties with telecom providers, RAD maintains extensive relationships with the banking, commerce, education, finance, government, industry, defense, transportation, and utility sectors.

Beyond Tomorrow

Networking is now at a true crossroads. Users have grown accustomed to high-bandwidth interactive applications, service ubiquity and mobility. Technology has made it possible to roll out capacity to the customer premises that was never available before, and at a reasonable cost. But this empowerment is also disruptive. Tomorrow's networks will not only require an exponential increase in backhaul capacity. They will also have to be intelligent enough to manage themselves and their elements based on the nature of the traffic coursing through their digital arteries. Solutions to achieve this at cost and performance levels 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.

Executive Management Team

- Chairman, **Zohar Zisapel**
- President and CEO, **Efraim Wachtel**
- VP Marketing, **Amir Karo**
- VP Sales, **Dario Zipris**
- VP R&D, **Hugo Silberman**
- CTO, **Daniel Kofman**
- CSO, **Yuri Gittik**

Customers

Visit Our Solutions Web Sites

Ethernet access

www.ethernetaccess.com

Pseudowire technology

www.pseudowire.com

Fiber access solutions

www.radfiber.com

Cellular access solutions

www.rad-cellular.com

Wireless access solutions

www.rad-wireless.com

Complementary products for Cisco networks

www.radfrisco.com

Complementary products for Alcatel networks

www.radcatel.com

The RAD Group

A unique business philosophy distinguishes the RAD Group, which has no holding company but is strategically guided by its founders. Each company in the RAD Group operates autonomously under a common strategic umbrella. This decentralized approach maximizes the advantages inherent in small business units, such as flexibility, entrepreneurial spirit and management focus. A new company is established when a market opportunity is identified – requiring a technology, marketing approach or corporate culture that does not exist in any of the other companies.

Six RAD Group companies are traded on the Nasdaq Stock Market in the US, while others are privately held by the Group's founders and venture capital firms.

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RADVISION | www.radvision.com

Radware | www.radware.com

Ceragon Networks | www.ceragon.com

RiT | www.rittech.com

RADCOM | www.radcom.com

RADWIN | www.radwin.com

Silicom | www.silicom.co.il

SANRAD | www.sanrad.com

PacketLight | www.packetlight.com

Wisair | www.wisair.com

Commex Technologies Inc. | www.commextech.com

RADLIVE | www.radlive.com

Channelot | www.channelot.com

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