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The VoIP Authority Since 1998™

Broadband Over Powerline

Alternative Service Delivery Options

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Ron Bregman
Chief Executive Officer
Tadiran Telecom, Inc.



In the CEO Spotlight section in *Internet Telephony*[®], we recognize the outstanding work performed by exemplary companies. Each month we bring you the opinions of the heads of companies leading the Internet telephony industry now and helping to shape the future of the industry. This month, we spoke with Ron Bregman, Chief Executive Officer of [Tadiran Telecom, Inc.](#) ([news](#) - [alert](#))

GG: What is Tadiran Telecom's mission?

RB: Tadiran Telecom is an International producer of business communications solutions. Our tag line — “a world of communications for everyday business” — defines a commitment to providing real-world solutions for everyday use. We strive to continue to design and develop solutions that embrace today's diverse work environments.

GG: What is your vision for Tadiran and how is the company positioned in the next-generation telecom market?

RB: Tadiran designs and markets solutions for enterprises of all sizes. Our product offering is positioned with solutions that address the high-value market as well as the more application- or feature-oriented markets. Tadiran enjoys the position of being just the right size organization to be “big enough to pay attention to the smallest details.” Big enough to have the resources needed, small enough to listen and react to customer on a more granular level than the market leaders. The focus of our newest solutions is no longer device-centric, but user-centric. And that is a significant departure from the PBX days.

GG: Now that it appears that growth and opportunity are the trends in the VoIP industry, what possible hurdles do you see that might upset this momentum?

RB: We expect that the transition to SIP will open many doors for end users. The reseller or Partner community must be able to help customers enjoy the benefits that a standards-based solution offers. But the flexibility of diverse SIP endpoints can create implementation and maintenance challenges for both the reseller and end user. The roles and responsibilities of the resellers are different in the new generation.

GG: What are some of the technology areas where Tadiran is increasingly focusing, and why are these areas important to the future of your company?

RB: Tadiran continues to focus on communications solutions that provide a predictable experience for users. We are fortunate to have an R&D group that has both [TDM](#) ([define](#) - [news](#) - [alert](#)) and IP experience. Although IP is the obvious choice for our recent and upcoming products, the lessons learned in 40 years of telecom experience is paramount. Too many other IP products fall short of customer-expectations. Tadiran is committed to marketing products that meet and exceed expectations. Our session

border controllers (our Sentinel products) have been a strong element in our success. We view the line as a good example of a product that makes the solution complete and the user-experience positive.

GG: Describe your view of the future of the IP telephony industry.

RB: Times are good right now and we are expecting more of the same. Our customer base is in a steady transition to IP. Tadiran's offerings allow existing PBXs to become telephony gateways controlled by a centralized softswitch. So our customers are moving from networks of switches to distributed solutions. This greatly simplifies the management of the facilities and decreases costs.

We are experiencing steady growth, most of which can be equated to VoIP upgrades and increase market penetration in the small and mid-markets. IT

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