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AEONIX
EVERLASTING

Aeonix Case Study
Complexity Made Simple

A Solution Needed

There is a common paradox which arises when companies plan their communications infrastructure. On one hand, companies want simplicity. Simplicity means the product is affordable, transparent, understandable, and easy to maintain. On the other hand companies expect the solution to be comprehensive and scalable so that it will be risk-proof and future-proof.

Unfortunately comprehensive solutions tend to be, by definition, complex and are often only available only from large vendors, for a large price tag. Tadiran's Aeonix UC&C delivers "big vendor" features but remains simple to install, and maintain. And while the product offers advanced scalability, fault tolerance, and redundancy the price point is dramatically below the competition.

TADIRAN'S AEONIX: A Solution Found

When Swiss based company Sulzer Pumps, US Inc. turned to TouchPoint to upgrade their telecom system they were faced with precisely these challenges. Sulzer wanted to upgrade their communication capabilities, to stay abreast of the latest technology, but they wanted a system that was priced competitively and would allow them freedom to grow and add features in the future. They also wanted a system that would be simple to use, easy to migrate to, and did not necessitate a high level of investment in hardware or IT services to configure and manage. TouchPoint, a longstanding, Elite Partner of Tadiran Telecom recommended the Aeonix UC&C solution.

Aeonix is a pure software based Unified Communications & Collaboration solution (UC&C) that consolidates disparate business applications into a single powerful platform. It can be installed on a virtual or industry standard server, and is a comprehensive solution with all the benefits inherent in an enterprise communications software solution.

"Tadiran's technologies enabled us to check all the boxes that were critical to Sulzer," said Mike Schrader, a TouchPoint Service Manager with over fifteen years' telecommunications experience.

"Aeonix was the ideal solution for Sulzer, because it is essentially a software solution, which is very reliable, and provides database replication along with the ability to connect multiple sites quickly and easily. Redundancy and fault tolerance are very important to Sulzer," continued Schrader.

Moreover, Schrader notes that the system makes financial sense for the customer. "The Aeonix conferencing application saves Sulzer thousands of dollars on an annual basis. They were using third party conferencing solutions, but now are able to accomplish all of their needs with Aeonix".

Along with reliability and application assurance, another key issue for Sulzer was flexibility. Technology moves at a brisk pace, so it is crucial that the system Sulzer installed can adapt easily and integrate with emerging technologies and their own developing requirements.

Aeonix adapts well to changing customer needs, and it allows for seamless integration with systems and business applications such as call recording, billing and Microsoft Lync.

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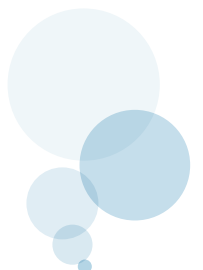
The Results: Simple, Scalable, and Efficient

Sulzer Pumps currently connects nearly one thousand endpoints via Aeonix, at nineteen central and remote locations within the U.S. Their remote locations use IPx Office systems converted to Wave Gateways, to connect to their MPLS WAN.

Four offices, spread logistically across North America, provide load balancing and offer redundancy and fault tolerance, ensuring the system handles the weight of the company's daily traffic efficiently and securely.

Reduction in Total Cost of Ownership (TCO)

Aeonix is a pure software solution, which runs on industry standard (or VM) servers. It also provides for extremely efficient use of the server's resources. There is no need for expensive proprietary devices, and since all Aeonix applications run on the same server there is typically a significant reduction in the amount of servers needed to host the system. The user/management interface is simple and intuitive, so it requires minimal IT support.

Scalability and Flexibility

Aeonix's effective use of resources and scalability offers unmatched Total Cost of Ownership. Customers buy only what they need.

"A lot of things go into evaluating and implementing a telecommunications solution," said Cynthia Wicklander, Telecom Administrator for Sulzer, North America. "We knew that we needed a platform that would be able to adapt to our changing needs and evolve with our changing requirements. With its open architecture, Aeonix will allow Sulzer to add new innovative applications as the needs arise," continued Wicklander. "We are happy with our partnership with both Tadiran and TouchPoint."

Easily Supported

TouchPoint recognizes that Sulzer's case is a great match for the Tadiran UC&C solution, but adds that the Aeonix has the potential for even bigger applications. In Sulzer's case, they had been using Coral (Tadiran's legacy platform) for six years so the transition was natural. TouchPoint reported an easy Aeonix migration with cost effective installation and low demands for IT services.

"TouchPoint has been selling Tadiran products for over 20 years," said Gary Gonzalez, President of TouchPoint Networks. "We have the strongest team in the marketplace and we attribute a large portion of our success to having professionals that truly understand the underlying technology. Throughout the years, we've learned that our customers appreciate our proactive approach to solving problems and expanding our expertise into these new areas," Gonzalez added.

In the case of Sulzer, the installation and configuration of the software was so simple that Touchpoint was able to guide Sulzer's IT employees, at remote locations, through set up and configuration over the phone.
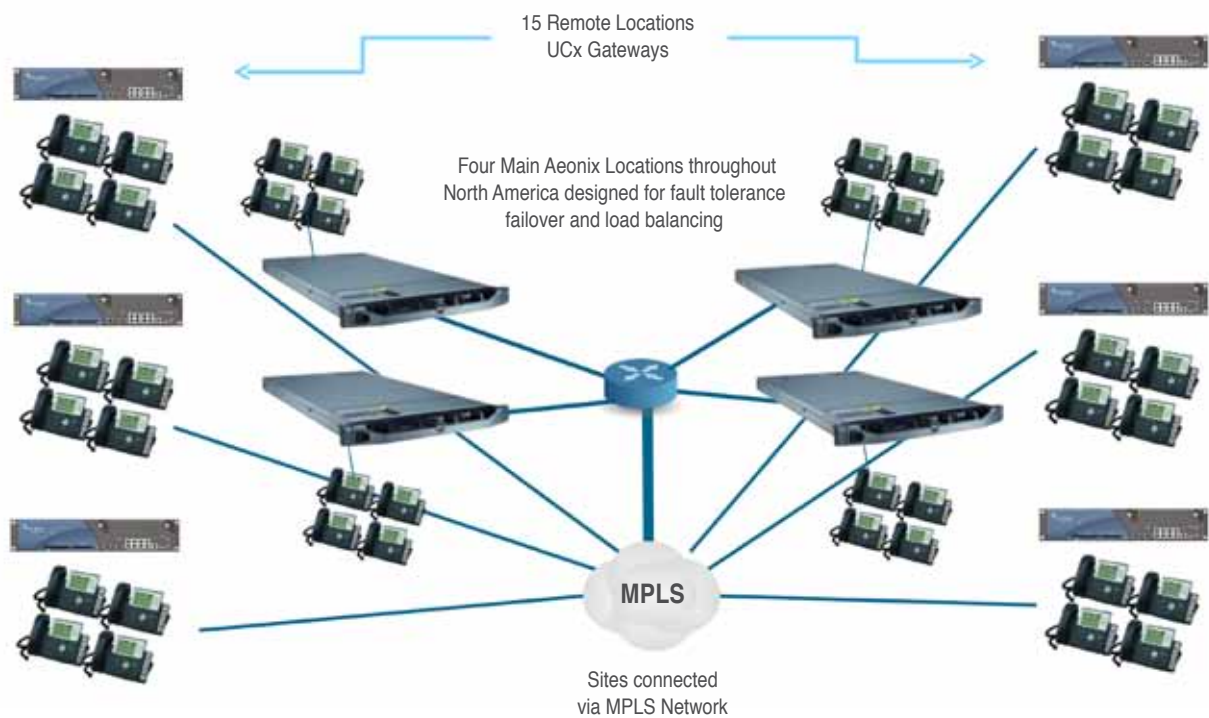
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Conclusion

"Bottom line is, the Aeonix system is solid, it works and it's very affordable", said Sulzer's Cynthia Wicklander.

"The investment was well below other vendors, and when we looked at the telephony choices that fit our business needs, Tadiran offered the best TCO/functionality combination. We are happy with the Tadiran Aeonix solution, and with the help we have received from TouchPoint and Tadiran support," Wicklander continued.

Tadiran's Aeonix UC&C solution allowed Sulzer to solve one of the most common IT challenges. It provides an easy migration from legacy equipment to a fully scalable VoIP system that is easy to manage, with low TCO and, most importantly, supports the company's Unified Communication and Collaboration requirements - today and in the future.

Aeonix Sulzer Network Diagram

15 Remote Locations
UCx Gateways

Four Main Aeonix Locations throughout
North America designed for fault tolerance
failover and load balancing

MPLS

Sites connected
via MPLS Network

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About TouchPoint Networks

Gary Gonzalez and his business partners Chuck Whiteley and Tamara Gonzalez are owners of TouchPoint Networks, the Pacific Northwest's leader of voice and IT solutions including business phone systems, VoIP, networking equipment, and related applications. TouchPoint's pattern of steady growth reflects their commitment to keeping pace with the constantly evolving telecommunications technology arena. Headquartered in Oregon with offices located in Portland, Eugene, and Medford, TouchPoint Networks is uniquely positioned to respond quickly and effectively to a wide range of customer equipment and service requirements. For more information on TouchPoint Networks, please visit

www.asktouchpoint.com.

About Tadiran Telecom

Tadiran Telecom (TTL) L.P. is a privately held company, owned by Afcon Holdings Ltd., which is part of the Shlomo Group - a conglomerate engaged in a wide variety of industrial and service businesses. Tadiran Telecom (TTL) L.P. is an established global leader, innovator and supplier of IP business telephony and telecommunications solutions, which has served businesses of all sizes, including tier-1 organizations, in various market segments, in 41 countries worldwide. Tadiran Telecom's solutions feature a comprehensive family of products including Unified Communication platforms, IP PBXs, soft switches, contact centers, IP phones, as well as mobility and desktop solutions

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