



MANUFACTURING

AEONIX Case Study

Sulzer Pumps

TADIRAN. SIMPLY DONE RIGHT

Sulzer Pumps

Sulzer is a Switzerland-based company involved in the machinery and equipment production sector. It is also involved in the surface engineering segment. The Company operates three business divisions. The Sulzer Pumps division, the Sulzer Chemtech division, and the Sulzer Turbo Services division.

When Sulzer Pumps, US Inc. division turned to TouchPoint to upgrade their telecom system they wanted 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 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

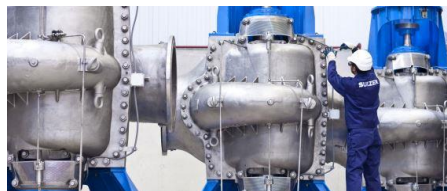
Along with reliability and application assurance, another key issue for Sulzer was

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.

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



Testimonial

"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"

Mike Schrader, TouchPoint

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

Sulzer's case was 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.

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.

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.

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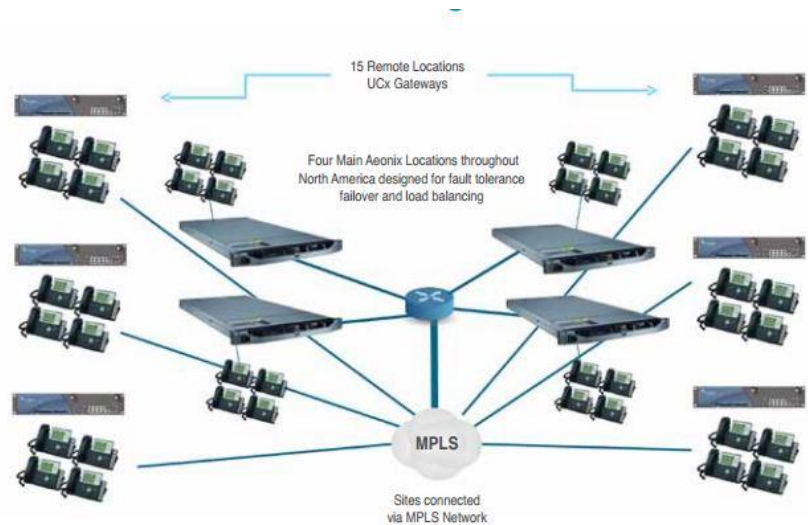
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About Tadiran

Tadiran Telecom (TTL) L.P. is a privately held partnership, owned by Afcon Holdings Ltd. and part of the Shlomo Group. It is an established global provider of Unified Communications & Collaboration (UC&C), Contact Center, and Control Room solutions, serving businesses of all sizes, including tier-1 organizations in various market segments in 41 countries worldwide. Tadiran solutions feature a comprehensive family of products including UC platforms, IP PBXs, soft switches, contact centers, Dispatch Console, IP phones and mobility and desktop solutions.