RAD
data communications

Press Release

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RAD's Carrier Ethernet Demarcation Device Offers Broad Range of Modular Uplinks

ETX-203A Cuts Inventory and IT/OSS Costs, Speeds Deployment

Singapore, November 28, 2011 – RAD Data Communications announced today it will unveil the industry's first completely modular demarcation device, enabling operators to deliver Carrier Ethernet services over different media from a single part number. Connectivity includes dual 100/1000 Mbps fiber/copper links, bonded NG-PDH circuits or SHDSL EFM, with future modules supporting GPON, bonded VDSL and other media.

Key to OpEx Reduction, Faster Deployment: Single Part Number for Different Service Infrastructures

"The IT and OSS resources required to introduce a new managed network element in a service provider network can run up to $1 million and take up to one year before commissioning," explains Amir Karo, VP Marketing, RAD Data Communications. "Instead of seven or eight rounds of OSS development, a single part number for different service infrastructures requires only one round and reaps enormous operational and certification savings as well as faster time-to-market," he continues. "Throw in lower inventory levels, fewer truck rolls due to installation miscues, simplified training, and integrated management and the value proposition justifies the modest extra CapEx investment in comparison with standard NTUs."

Several Generations of Carrier Ethernet Development

The ETX-203A all-in-one Carrier Ethernet Demarcation Device builds on several generations of RAD's Ethernet product development and technology, featuring powerful hierarchical traffic management capabilities with per-Ethernet Virtual Circuit class of service (EVC.CoS) shaping for service level agreement (SLA) assurance and advanced hardware-based operations, administration and management (OAM) for highly accurate service validation, connectivity verification, fault management, and performance monitoring for end-to-end SLA measurement.

"Operators not only have the ability to deploy a single best-of-breed device with uniform service definition regardless of the infrastructure, but they also have a built-in migration platform should they replace a copper connection with a fiber one," adds Karo.

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"Operators that have deployed Carrier Ethernet on a wide-scale are keenly interested in OAM capabilities, that help reduce OpEx," said Ron Kline, Principal Analyst for Network Infrastructure at Ovum. "While lowering TCO is the goal, intelligent demarcation also provides service differentiation capabilities that can lead to higher revenues for the operator. In the Carrier Ethernet market, the SLA is becoming one of the most important service differentiators and without it you lose business. Ensuring that SLA criteria is met is also something you can't do without intelligent demarcation."

About RAD
Founded in 1981, RAD Data Communications has achieved international recognition as a major manufacturer of high quality access and backhaul equipment for data communications and telecommunications applications. These solutions serve the data and voice access requirements of service providers, carriers, and enterprise networks, as well as utilities and transportation systems. The company's installed base exceeds 11,000,000 units and includes more than 150 carriers and operators around the world, including AT&T, China Mobile, Deutsche Telekom, France Telecom/Orange, Hutchison, KDDI, Telekom Austria, TeliaSonera, Telstra, T-Mobile, Verizon, and Vodafone. RAD is an active participant in industry organizations such as the IETF, Broadband Forum, ITU, and MEF. Its customers are supported by 33 offices and more than 300 channel partners in 165 countries.

RAD's environmental management system is ISO 14001 certified. Its operations facilities and processes comply with the industry's most stringent standards and are completely non-polluting.

RAD is a member of the RAD Group of companies, a world leader in networking and internetworking product solutions.

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