

## Developers of AAA (RADIUS & Diameter Servers), Billing and Policy Control (PCRF), Aradial Technologies is Opening a New Window of Opportunity for ISPs, NGN (ADSL), Wi-Fi, WiMAX, VoIP, LTE and Mobile Operators

### Business Solutions

**Aradial Technologies**  
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**Ori Etkovitz**  
CEO

**BIO:** With over 25 years of experience in development, CTO, VP R&D, consulting, sales and industry, Ori has significant depth in management, R&D, sales, billing and financial systems and risk management. His executive positions include VP R&D at Extent Technologies and also CTO at FTS.

Ori is managing a team of professionals, inspired to make a difference and empowered to provide innovative solutions, creating a culture of excellence through a higher standard of AAA, Policy Control and billing products.

### About Aradial Technologies

Aradial Technologies is serving ISPs for the past decade, both entry-level and high-end service providers with millions of subscribers can easily integrate Aradial into their IT and network infrastructures.

With more than 400 deployments in over 70 countries around the world, the suite can be installed on affordable of the shelf server hardware, on Windows, Linux operating systems, and over a variety of databases. The company's products open a new window of opportunities for ISPs, NGN (ADSL), Wi-Fi, WiMAX, LTE, VoIP and mobile operators.

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFO Magazine**

**CEOCFO:** Mr. Etkovitz, would you tell us about Aradial? What does the company do?

**Mr. Etkovitz:** Aradial are developers and vendors of AAA servers including Radius and diameter protocols, Billing and policy control servers. We are selling worldwide in about seventy countries. We have about four hundred customers. We were established in 1997. We have big customers like Verizon Wireless, Bezeq and Orange in Israel, Orange in Senegal, Vodafone Ghana, MTN Uganda and many other customers worldwide that are using our AAA and billing.

**CEOCFO:** What is it about your service that makes these various companies want to use it? What have you figured out to do that maybe others do not do quite as well?

**Mr. Etkovitz:** Aradial main strengths are the technology, personnel, short

time to market, quick deployment and excellent support. We are a highly technical company and dedicated to our customers. We are growing organically and gradually, each year. We are a fully funded and private company. What we created is one of the top three AAA products on the market. The thing that separates us is that we target small and medium companies as well as Tier-1 companies for our AAA and Policy Control and medium for the Billing. Therefore, this combination allows us to control quality, deploy a lot more projects and of course serving the customer is one of the key points in our motto.

**CEOCFO:** How do you reach potential customers?

**Mr. Etkovitz:** We have several methods. Partnering, advertise using web marketing and direct contacts. This always gets us to a wide range of customers. We have many partners and VARs all over the world that are selling Aradial as OEM or they are offering Aradial with their solutions. This is how we establish more and more projects. With our VARs and technology partners we are able to increase our visibility and market penetration with limited marketing efforts. Our customers also tend to recommend Aradial products to other customers, and so customers are bringing customers.

**CEOCFO:** Do many of your customers take advantage of the full range of your services or do they pick and choose?

**Mr. Etkovitz:** In general we have several products that are sold in parallel: Aradial Convergent Billing, Policy control, Enforcer (RADIUS with pre-paid module) and only AAA. The products are modular and the cus-

tomers can buy modules, upgrade and we have a pay as you grow policy. The products are usually deployed at the customer's data center and we also offer Hosted and Cloud deployments.

**CEO CFO:** How long does it take to implement your services? How easy is it for a company to get started using your services?

**Mr. Etkovitz:** We have a team that deploys Aradial solutions on the provider's hardware and will assist the carrier throughout the implementation ensuring the deployments are on time and on budget. Our solutions are also packaged in way that providers can have hands on approach if they wish to download, install and evaluate the solution. That is one of the cycles. The other cycle, mostly for bigger projects, is for the billing prospective. The billing solutions require extra attention. We usually ask them for remote access to their designated Aradial server. They can source the server hardware locally for convenience and local hardware support. Our team will deploy the solution and perform system configuration and integration and sometimes special customization if needed. Of course we work closely with their teams in implementing the required services. The cycle starts by asking them a simple questionnaire, let them fill in what they need and later a follow up questionnaire about the services and plans. It takes about five days deploy a system with AAA and billing and get everything working.

**CEO CFO:** You can be up and running for your customers fairly quickly?

**Mr. Etkovitz:** Sometimes, even less than a day. For AAA and Enforcer deployment to start it takes hours. Just provide us the remote access to the machine. Another thing that we offer is cloud deployment or hosted. They can deploy our system in the cloud or we can offer them to deploy on a joint / shared cloud server that we are providing. This is mainly for startup companies. We want to assist them and grow their business utilizing Aradial solutions. It is a very, very low

cost to start. This is catered for hotels, hospitality, etc. We offer full WiFi deployment, therefore, a hotel can call us and in hours they have internet service with prepaid/voucher cards and all of the things they need to provide the staff and guest access services. We also have credit card payment system integration worldwide and PayPal support. We have integration with PMS systems; for hotels and convention centers. They can deploy it in the hotel and charge the room. That is one of the packages for WiFi.

**CEO CFO:** There are so many changes in technology. It seems that every day there is something new. How do you keep up with what is coming out? How do you know what to pay attention to and perhaps add or change in your products and what might just go by the wayside?

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- Ori Etkovitz

**Mr. Etkovitz:** We are very technology oriented. We have our **CTO, Yishai Levanoni**, who is our extra advantage and has the extra knowledge and experience. I am a very technically proficient as well. I grew up from R&D, being CTO as well marketing and sales, and we always search for trends. We are both network and billing experts. We have been working in the billing environment since the 1990s. We also used to work for billing companies like Amdocs and our CTO used to be their chief architect. We have also dealt with about four billing companies in our resume. I worked for MCI, Amdocs and FTS in the past. For future releases, we identify trends that drive new features into our roadmap. That is an example from today; we found that we needed to move away from one database to another because of instability of the database from a customer request

and unique features. We identified it and decided to develop it with high priority. Another thing is that we also listen and receive a lot of input from our customers, integrators and business partners. We are fully compliant with LTE standard for deployments, which is a hot trend now. We just finished a deployment and it is working excellent.

**CEO CFO:** Are there any areas of the world where you do not have a presence or you do not have as large a presence as you would like?

**Mr. Etkovitz:** We are selling worldwide. In Europe it is more difficult to sell, although we have presence there. It is easier in the United States, Africa and APAC. We are also selling to the Middle East and Russia. We have deployments in about seventy countries. We are continuously increasing our sales and expanding on our existing client base for example in the US: Verizon Wireless is one of the big ones; we provided them a product for their M2M business (the own a company called nPhase).

**CEO CFO:** How is business these days?

**Mr. Etkovitz:** It is growing. We are increasing by above twenty percent a year. We keep on getting more projects and entering new markets. We are not big but able to provide great products and services.

**CEO CFO:** Why should investors and people in the investment community pay attention to Aradial Technologies?

**Mr. Etkovitz:** If you are looking for a tech company that is profitable, conscious of expenses, efficient while continuously performing on time and on budget with great growth, we are the company for you. With today's fast growing global communication, Aradial can be integrated into any project regardless of the technology used such as: ISPs, WISP, NGN (ADSL), Wi-Fi, WiMAX, LTE, VoIP and mobile operators while they all require AAA and Billing as part of the network solution. Another advantage is the ability to support any major network hard-

ware vendor equipment in both new and existing infrastructures.

Potential companies would be interested in Aradial in order to add a car-

rier grade solution to their business, add AAA and billing to their offering or simply be interested in owning one of the leading AAA, policy and billing solutions. Aradial had offers for buy-

out and our management decided to keep Aradial private and concentrate on growth and innovation was more in line with our vision.

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