



RAD Data Communications



Established nearly 30 years ago, privately held RAD Data Communications is an **award-winning manufacturer of cost-effective access and backhaul solutions** for mobile and fixed line carriers, service providers, enterprises, government agencies, transportation systems, and public utilities.



Company Profile



data communications
The Access Company

RAD's expertise in international markets, strict adherence to quality standards, environmentally friendly operations and green manufacturing ethos, together with its broad technology base, innovative approach, product design flexibility, and a corporate culture that encourages long-term relationships with customers, channels, suppliers, and employees, combine to make RAD the perfect partner for all your telecommunications and data communications projects.

The Value Proposition

For Carriers and Service Providers

- Deploy new revenue-generating business and wholesale services with guaranteed SLAs over any access infrastructure
- Lower OpEx by optimizing network resources
- Protect existing legacy revenue streams by facilitating a smooth migration to new packet switched infrastructure with minimal disruption to existing customers or networks

For Mobile Operators and Mobile Transport Providers

- Reduce backhaul costs for 2G, 3G and 3.5G traffic
- Prepare backhaul networks to support LTE's high capacity and disruptive network architecture

For Public Utilities and the Energy Sector

- Transport SCADA, smart metering, PLC, Teleprotection, as well as video surveillance, voice, and data, over secure and reliable WAN connections
- Facilitate migration to IP/Ethernet
- Offer Utelco services

For the Transportation Sector

- Reduce communications costs by handling multiple types of traffic, including control and alarms, multimedia applications, video surveillance, voice, and data, over a reliable and integrated network
- Enable smooth migration to packet switched networks
- Offer telecom services

For the Enterprise and Government Sectors

- Reduce voice and data communications costs through network convergence
- Maintain legacy services while migrating to lower-cost packet transport
- Retain flexibility to employ tailor-made solutions



RAD's Broad Technology Base

- ★ Network migration and pseudowire
- ★ Synchronization and Timing over Packet
- ★ OAM, performance management and QoS
- ★ Business DSL
- ★ Layer 2 switching
- ★ Speech compression
- ★ ASIC and FPGA development
- ★ System on an SFP
- ★ SIP VoIP

Fast Facts

- Established in 1981, privately held RAD Data Communications is the anchor of the RAD Group of companies, with revenues approaching \$1 billion
- RAD maintains 26 offices on six continents, supporting 300 sales channels in 165 countries
- Approximately 30 percent of RAD's 1,000 employees are engaged in R&D
- RAD has a distinguished record of leadership in industry bodies such as the International Telecommunications Union (ITU), Metro Ethernet Forum (MEF), Broadband Forum, the Internet Engineering Task Force (IETF), and CELTIC, a EUREKA cluster that is the only European research and development program dedicated to end-to-end telecommunications solutions

Innovation Facts

- RAD was the originator of Single IP, which enables multiple users to share a common IP address for Internet access
- RAD's pioneering TDMoIP® technology, which it introduced to the market over a decade ago, is the forerunner of today's widely deployed pseudowire solutions
- RAD is the first and only vendor to miniaturize an interface converter and pseudowire gateway into an SFP
- RAD is the first vendor in the industry to win a large-scale deployment of a demarcation device with Sync-E, and to demo 1588-2005 in an incumbent carrier's live network

Green Facts

- RAD was the industry pioneer in miniaturized modems and other telecom solutions, which reduce the amount of materials that eventually has to be discarded
- RAD pioneered products powered by the current flowing through them, rather than by external sources, which significantly reduces electricity consumption
- RAD's manufacturing process is completely free of atmospheric contaminants and its packaging is eco-friendly and recyclable
- RAD has inaugurated a new generation of energy saving devices, beginning with an optical multiplexer that consumes far less electricity than similar solutions in the market



Leading Customers

RAD is a preferred solutions provider for more than 150 carriers around the world, from Tier-1 mobile operators to fixed line incumbents, city carriers, ISPs, and rural service telcos. Customers include the industry's global leaders, from AT&T to Bell Canada, Bharti Telecom, British Telecom, China Mobile, China Telecom, Deutsche Telekom, Embratel, France Telecom, Hutchison, KDDI, KPN, Orange, Singtel, SoftBank, Sprint, Telefónica, TeliaSonera, Telstra, Telus, T-Mobile, and Verizon.

Beyond its strong ties with telecom providers, RAD maintains extensive relationships with enterprise network professionals in the banking, commercial, educational, energy, financial, insurance, and manufacturing sectors.



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The Access Company

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