

CEO Interview - January 2007. **Boaz Raviv**, CEO of **RADVISION**, tells us that **RADVISION** is very well-positioned to serve customers in its three core businesses: unified communications infrastructure, signaling software for H.323, SIP and IMS, and video over mobile/wireless networks



**26 January 2007.** We interviewed **Boaz Raviv** one year after he became **CEO** of **RADVISION** on 1 January 2006. Previously he managed both of the company's core businesses. **Boaz Raviv** joined **RADVISION** in 2000 as General Manager of the Company's Technology Business Unit (TBU). He assumed added responsibility for the Company's Networking Business Unit (NBU) in mid-2004.

**Boaz Raviv** holds a B.S. from the Technion, Israel's Institute of Technology in Haifa. He served his apprenticeship at Robotics in CEMAGREF, the French National Center of Mechanical Engineering, renowned for research and development in the field of integrated equipment.

He began his business career at CAP GEMINI, France, where he spent eight years in various key positions. After 10 years in Paris, he returned to Israel to be VP of Business Development and Marketing at Elron TeleSoft, a leading provider of revenue and business assurance solutions for mobile, fixed, 3G and IP telephony networks employed by leading Carrier Networks worldwide.

When he was appointed **CEO** of **RADVISION**, Zohar Zisapel, Chairman, stated: "**Boaz Raviv** has proven himself to be a highly effective manager and leader during his five years at **RADVISION**. His depth of knowledge about our technology, our market and our Company is invaluable. We are confident that he is the right person to take the vision for this Company, which Gadi Tamari played a central role in shaping, to the next level of realization."

**Editor:** Is it correct that you do not communicate by phone without video?

**Boaz:** That is correct. Normally for a business meeting or press interview I use video - either our Click to Meet desktop video, mobile wireless video, or if I am in our conference room we use High Definition video. Participants using all of these sources can participate in the conference with me using the SCOPIA MCU and **RADVISION** 3G Gateway.

**Editor:** You lived in Paris for 10 years. What did you take away from this experience?

**Boaz:** I feel very much at home in Europe. I know it very well, especially the telecommunications industry. I also began my interest in visual communications there. At CEMAGREF I was part of a team developing a robot for agriculture based on a video processing system. It worked but never became a commercial success. At CAP GEMINI, I held various key positions, including the development of the data communications network. So moving to **RADVISION** in the year 2000 enabled me to continue and develop my expertise in these cutting edge technologies.

**Editor:** Why has **RADVISION** become the world's dominant supplier of signaling software?

**Boaz:** There are two main reasons. The first is that **RADVISION** is actively leading the relevant standardization bodies like ITU, IETF, IMTC, 3GPP; and the second is that we took the decision several years ago to sell our protocol stacks and testing equipment to everyone. The most important element of guaranteeing interoperability of voice or videoconferencing over IP systems is the signaling software. When almost every vendor uses our H.323 protocol stack, they guarantee interoperability as well as save themselves the cost of writing and maintaining this software themselves. Early on under my management, the **RADVISION** Technology Business Unit (TBU) also decided to take the same approach for Session Initiation Protocol (SIP).

The fact that **RADVISION** is at both ends of the network connection means that signaling is endpoint agnostic. Nearly all the major vendors procured our software or our testing equipment ... Siemens, Motorola, NEC, Cisco, Nortel, Samsung and many more. This is a very important part of our core business and has become a profitable and stable business.

**Editor:** How would you define the other major core business unit - Networking?

**Boaz:** **RADVISION**'s networking solutions are much more than just an MCU. We have developed a complete infrastructure platform that includes MCUs for media processing, gateways to allow interconnectivity to other networks and devices, mobile solutions and a complete management system on top of it. This allows our customers to deploy a platform that will support virtually any type of communication device on any network from the newest HD videoconferencing systems on IP networks to 3G video devices on mobile/wireless networks. And once you own both of these technologies - signaling and media processing - you are a natural leader in the industry. That is where **RADVISION** is today.

**Editor:** And tomorrow?

**Boaz:** As you appreciate we have worked very hard on the media server and brought out the SCOPIA v.5.0 platform last year. SCOPIA can now support HD video, mobile video phones, PC desktop connectivity ... and there will be further developments announced in 2007. We have an aggressive 5-6 year Product Development Plan and Road Map in both Business Units.

**Editor:** And more cooperation with Cisco?

**Boaz:** We have collaborated with Cisco for many years and they are the largest outlet for our infrastructure products. We are active on new video projects and some of these will be announced in 2007.

**Editor:** Are you taking the lead on IMS?

**Boaz:** We are paying a lot of attention to the emergence of the IP Multimedia Subsystem (IMS) as a global standard. It is Next Generation Networking (NGN) architecture of choice for telecom operators that want to provide mobile and fixed multimedia services. IMS is already adopted by Cable Labs and the IETF. IMS will eventually work with any network (fixed, mobile or wireless) with packet-switching functions, such as GPRS, UMTS, CDMA2000, WLAN, WiMAX, DSL, Fiber and cable. Older circuit-switched phone systems (POTS, GSM) are supported through gateways

The mixing of the various conference participants' media streams is performed by the MRF (Media Resource Function). RADVISION is going to have the best MRF as defined in the IMS architecture. We have already issued components of our IMS offering and we have established a Lab for IMS interoperability at the IMTC. As with SIP and H.323 protocol stacks and tool kits we are leading the field and providing all needed IMS interconnect protocols like SIP IMS, Diameter and Megaco. We also make sure that all of our toolkits will be IMS certified, as well as providing new IMS protocol toolkits so that our customers can migrate their products smoothly to IMS.

**Editor:** So you are definitely at the leading edge of technology?

**Boaz:** Yes, **RADVISION** has always been at the leading edge of technology in our specialised fields. To demonstrate this, I can tell you that we submitted 14 new patents in the last two years. **RADVISION** is committed to driving video into our every day lives with proven technology leadership in all video related markets (room videoconferencing, mobile video solutions, video-enabled set top boxes, desktop video and video-enabled IP telephony).

**Editor:** What motivates your skilled staff?

**Boaz:** They like to invent cutting edge technology and shape it so that it can be easily implemented. The overall result is they are contributing to changes in human behavior at the enterprise level and on the consumer side. The changes may not be quite as dramatic as the invention of colour TV transmission, but they are close to it. The staff recognizes that anything we do to bring about unified communications brings a real value add. And we see it everyday when we see the impact of mission-critical networks of thousands of videoconferencing systems running on the SCOPIA Platform from **RADVISION**.

**Editor:** Can you give examples?

**Boaz:** There are many examples of how this will improve everyday life. For example, we are working with mobile operators to allow commuters to view video of real-time traffic conditions on their 3G mobile phones and make informed commuting decisions. Or to allow skiers to access up-to-date information and video on skiing conditions available on a ski portal. RADVISION is working with mobile operators in North America on unique solutions as they deploy EVDO-REV A networks in 2007 and we will see a host of new services develop.

Just think of the opportunities that arise when you can access portals like broadcast TV, YouTube, MetaCafe, MySpace or interactive services like communities, video blogs, and video chat on mobile phones. It is likely that they will be relying on RADVISION technology.

**Editor:** How do you as a person relax?

**Boaz:** To relax, I enjoy my job. It helps me to relax when I know the company is going well and employees and shareholders are satisfied. Outside the work environment, I enjoy my family, skiing and reading.

**Editor:** **Boaz**, thank you very much for these valuable insights.

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