



An Exclusive Interview with
Mr. Jim Machi
Senior Vice President, Global Marketing, Dialogic Inc

Jim Machi is Senior Vice President of Global Marketing for Dialogic Inc, responsible for developing marketing strategy and driving marketing communications for Dialogic. He is also responsible for long term product planning and strategy for all Dialogic products. Dialogic develops open systems based telephony voice, video and signalling products targeted for both the enterprise and service provider market segments.



Machi joined the business in 1998 as Director of Product Management, working to develop the company's IP telephony roadmap and strategy and was recognized by Internet Telephony Magazine as one of the "Top 100 Voices of IP Communications" in October 2006, and by VoIP-News as one of the "50 most influential people in VoIP" in November, 2006. In February 2010, Dialogic became a founding member of the Video Convergence Forum and Machi is Co-Chair of Global Marketing.

Machi holds an MBA from New York University's Stern School of Business and a BS in electrical engineering from the University of Pennsylvania.

Q1. Given Dialogic's years of experience in providing bandwidth optimization, what are some of the common challenges that service providers ask to help solve?

A1 Common themes worldwide among all service providers is growing subscribers, growing Average Revenue per User (ARPU) and keeping capital expenditures down. Dialogic has been enabling our customers to provide innovative Value-Added Services such as SMS, Voice and Video SMS, Mass calling and CRBT for many years and this has helped with growing subscribers and growing ARPU. Another issue over the years that Dialogic has been asked to help with is the network transition from voice into data.

Q2. Dialogic recently launched the I-Gate 4000 SBO Mobile Backhaul, how can service providers benefit from this backhaul solution and can you tell us in detail what sort of specifications the I-Gate 4000 has?

A2 The I-Gate 4000 SBO Mobile Backhaul is a great example of Dialogic responding to the needs of the service providers to keep capital expenditures down. The ability to 'add' capacity while utilizing the same bandwidth, through optimization techniques, greatly helps keep CAPEX down. The I-Gate 4000 SBO MB can deliver significant bandwidth benefits to service providers, up to 50% depending on the traffic mix, and can support a wide range of traffic types including IP and ATM iub, Abis, Native IP, VoIP, PCM signal, Pseudowire (TDM over IP), Timing Over Packet Sync (TOPSync)) and can also support a wide range of topologies (Point to Point, Point to Multipoint, Drop and Continue, Ring, and data offload). The I-Gate 4000 SBO MB provides full redundancy for hardware, software and network failures.

Q3. What are some of the untapped opportunities in mobile backhaul solutions that have yet to be explored?

A3 As more traffic is data, there will be an opportunity to optimize data, including video data, as well.

Q4. With consumers demanding more mobile services especially in the bandwidth-hungry data services landscape what are some of the challenges that service providers often face in monetizing these services effectively?

A4 Many service plans offer an “all you can eat” data service, so unlike voice calls that cost something per phone call, many plans just offer you the ability to get data for a set fee. Competition has enabled this to come about. This is great if you are a consumer, but not so great if you are a service provider since bandwidth hungry services create bottlenecks for all the network users and potentially impairs customer service. In fact, in the US and in the UK, among other places, we have seen very public issues with regards these bottlenecks in 2010. Some of these service providers have responded with new offerings that charge more for the users using the most data, so that the “typical” user can now have a better experience.

Q5. Going forward and leveraging in Dialogic’s vast experience in the bandwidth optimization sector, how will the sector evolve over the next few years?

A5 The sector will evolve, just as all technology evolves. As the industry rising to the challenge in mobile bandwidth optimization, it will highlight issues someplace else in the network, and resources will be put there and solutions will then emerge. One area we see is that bandwidth optimization will become an important part of all network products, just like we have made them a part of our VoIP gateway and SBC products. We expect to see this trend continue and in fact lead this trend given the broad portfolio of network infrastructure products available from Dialogic. Also, with video being an important part of mobile data, it is quite certain that video bandwidth optimization will be an important focus going forward.

