

**CASE STUDY: M892**

**CLIENT: Enavis Networks  
ECI Telecom**

**CHALLENGE:** Recently spun off as an independent subsidiary of ECI Telecom, Enavis had little-to-no brand recognition among prospective customers. Larger, well-known competitors had first-to-market advantage with similar products. A turbulent economy and sustained downturn in the telecommunications market had created an atmosphere of skepticism, especially regarding new products in the fiber optic space.

**STRATEGY:** An aggressive media/analyst outreach campaign leveraging premier industry events — SUPERCOMM and NFOEC — to secure coverage of Enavis in a manner that promoted the company’s strong heritage, financial support from ECI Telecom, and significant product differentiators.

**RESULTS:** In-depth, in-person briefings with key analyst firms such as CIR, RHK, Current Analysis, Gartner, Telechoice, KMI Research, Global Communications, IDC, Network Strategy Partners and Infonetics. Media coverage in *Reuters*, *Dow Jones*, *SUPERCOMM Daily News*, *America’s Network*, *Telecommunications Magazine*, *Telephony*, *Lightwave Magazine*, *Light Reading*, *Converge Network Digest*, *FiberOptic Product News*, *Network World*, *Xchange Magazine*, and *Optical Keyhole*.

**IMPACT:**

- Numerous, high-profile operator customer wins



**DOW JONES**  
IntelSat Implements Enavis Cross-Connect Bandwidth System

**REUTERS .COM**  
Wednesday, September 18, 2002

**LIGHT READING**  
SEPTEMBER 17, 2002  
Enavis Intros T:;CORE  
DALLAS – NFOEC – Enavis Networks, an ECI Telecom company, (NFOEC) presents T:;CORE, the industry's first global intelligent optical switch, a T:;CORE features an advanced, fully flexible and scalable architecture. It can carry more than 320 Gbps of traffic, and is designed to be a long-term, legacy-based solution for the optical network.

**SUPERCOMM Daily News**  
Monday, June 3, 2002  
OFFICIAL ONLINE NEWSPAPER  
Today's Top Stories:  
Enavis Networks Announces Two New Deployments

**LIGHTWAVE**  
ATTENDEES' CHOICE AWARDS  
Welcome to the Lightwave Attendees' Choice Awards balloting for products featured at NFOEC 2002 in Dallas. Those attending the show can vote for their favorite product in each of six categories beginning on page 131: Systems, Subsystems, Components, Test Equipment, Manufacturing, and Design Tools. An additional award will be presented to the company whose product receives the most votes overall. While at the show, use the official Attendees' Choice Awards ballot enclosed with the September 2002 issues of Lightwave distributed on-site. Simply mark the appropriate number on the ballot that corresponds to the INFORMATION/NOMINEE NO. following each product description. All ballots should be submitted at Lightwave exhibit booth 1811. Only ballots submitted at the booth will be counted.

**TELEPHONY ONLINE**  
Enavis, Lightscape enjoy backing of big brother ECI Telecom  
by Liane H. Labarba  
TelephonyOnline.com, Sep 19 2002  
DALLAS—Large vendors grappling with financial issues combined with

**Telecommunications Magazine**  
08-15-2002  
Enavis enters optical switch market  
Some may question the timing, but nevertheless Enavis Networks, a unit of Israel-based ECI Telecom, has chosen to bring to market an optical switch designed to compete against Ciena's Core Director market leader, and similar grooming switches.  
In a single system, the T:;CORE will combine multiple network elements including ADM, functionality, grooming and switching.

**TELECOMWEB**  
FIBER OPTICS  
NFOEC 2002 To See Launch Of Industry's First Global Intelligent Optical Switch  
DALLAS, Texas (Sept. 16) — Enavis Networks Inc., an ECI Telecom company, plans to unveil at NFOEC 2002 its first global intelligent optical switch, T:;CORE.

**Optical Networks Daily**  
The premier source of intelligence for optical networking professionals  
OXG bandwidth management co Enavis offers "global intelligent optical switch"  
Announced Date: 9/16/2002 Published Date: 9/16/2002  
ECI Telecom subsidiary Enavis Networks, of Petah Tikva in Israel, an international supplier of a portfolio of highly specialized digital and optical cross-connect bandwidth management solutions, has announced the availability of its new global intelligent optical switch, T:;CORE. The company describes T:;CORE as a "global intelligent optical switch" for high-density metro core networks.

**XCHANGE**  
THE FULL SERVICE PROVIDER'S PIPELINE TO SUCCESS IN THE MASS MARKET  
Enavis Launches Optical Switch  
By Paula Bernier  
Posted on: 09/16/2002  
Enavis, the ECI Telecom spin off that sells the popular T:;DAX cross-connect product, this week, at NFOEC unveiled an intelligent optical switch for metro and core networks.  
T:;CORE is a 320gbps product upgradeable in the future to 5 terabits. One unique feature of the system is its ability to act as an international gateway. Because it supports both SONET and SDH on a single box, T:;CORE can act as a go-between among U.S. and European optical networks, explains Paul Elliott, general manager.

**Current Analysis**  
IFOEC: Enavis Enters the Grooming Switch Game with the T:;Core  
Sept. 21, 2002  
Enavis announces the T:;Core broadband optical switch, with a footprint larger than other 320 Gbit switches, and runs support