

## The KIA Laureate Outstanding Achievement in National Production

- **Achievement:** Commercialization of the next- generation hybrid telephone switch capable of communicating with IP network
- **Representative:** Anooshiravan Merat
- **Executive Organization:** Ava Communication Industries Co.
- **Collaborators:** Payam Shabaniyan, Davood Adib



### Abstract:

The product, based on NGN architecture, has been designed and produced for the first time in Iran. In addition to the physical circuits, the key performance of this technology lies in the software system inside the equipment, in other words, it is an hybrid soft switch supporting circuit-based technology. Among the main advantages of Ava Soft Switch are the integration of communications for organizations with geographically distributed branches, virtual fax, voice mail, call center features, automatic response, providing E1 lines and various capacities (several hundred ports to several million ports).

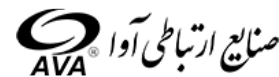
#### Commercialization Features

Ava Communication Industries Co., as a provider of a wide range of telecommunications solutions, is considered praiseworthy because of the following factors:

- Teamworking which created the initial core of the company and perseverance with clear division of tasks and responsibilities, from the beginning, teamworking has been a key to its success. Scientific integrated management to achieve long-term goals, creating employment opportunities and use of systematic services to meet customer satisfaction, transparency in financial statements, decentralization and distribution of other departments around the country are among the other notable features of Ava Communication Industries Co. in management, documentation and planning.

- Successful mass production and stabilizing the company in a knowledge based economy with private investment without state financial assistance, a long-term vision and business plan, recipient of various domestic and foreign certificates for approval samples and standards, a development strategy documentation fully covering opportunities and risks affecting commercialization and export success policies, a growing trend in production, sales and profits which indicates the sustainability and predominance of Ava Communication Industries, in the market.

- Enjoying an efficient and active research and development center, meeting the needs of the customers, improving and reforming the operation conditions, covering a large part of the target market, creating a strong brand positioning with competitors, quality improvement through software and hardware and producing new products to enter the international market other industrial and domestic companies through outsourcing needs for importing similar foreign products are among the company in a knowledge based economy.



Enterprise 2500



Enterprise 25K

