



**data communications**

# Press Release

## **FONEX Wins RAD Data Communications' North American Value Added Reseller of the Year Award**

*Award Recognizes Partner's Revenue Contribution, Customer Satisfaction and Professionalism for Second Year in a Row*

MAHWAH, New Jersey, April 19, 2011 – RAD Data Communications has named FONEX data systems its North American Value Added Reseller of the Year for 2010, describing FONEX as a top-performing “model partner.”

RAD, the internationally recognized manufacturer of access and network equipment, announced its VAR of the Year today, noting that this is the second consecutive year that FONEX has claimed the title. FONEX has been a RAD VAR for 14 years in RAD's active channel sales program.

FONEX focuses largely on carrier and service provider accounts, with RAD's ETX family of Carrier Ethernet demarcation devices at the forefront of its offerings. The company is also a leading outlet for RAD's RIC family of access network products, especially the RICi-16, the popular PDH NTU with circuit bonding and flexible bandwidth allocation for wireless backhaul applications.

“FONEX is a model partner for RAD, for many reasons,” said Mark Housman, Vice President of Sales for RAD Data Communications. “FONEX maintains a large and highly professional sales team that knows the RAD products very well and stays extremely engaged, participating regularly in RAD training and sales meetings.”

FONEX, Housman noted, also differentiates itself by the fact that it takes the time to test and evaluate each RAD product, to be positive it works as promised, before providing it to the end customer.



Thanks to that devotion to customer satisfaction and the performance of the FONEX sales team, Housman said, FONEX was not only the top-performing VAR in terms of revenue in 2010, but it sets the standard for effective partner relations.

"The FONEX-RAD relationship is solid because we share common business values: pro-activity, responsiveness, and going the extra mile for our customer," said Pasquale Di Pierro, President of FONEX data systems. "As strong as our team is, we could not have achieved our successes without the support of RAD's management and team of product experts dedicated to its VAR network."

"Of course," he continued, "having the right products that solve customers' network problems at competitive prices is also part of the winning combination. RAD has a unique portfolio of reliable, capable products to enable Carrier Ethernet services delivery that makes it easy for us to remain relevant to our customers as a go-to solutions source."

RAD's VAR of the Year award is given to the partner that demonstrates the highest levels of excellence in three key areas – revenue, customer satisfaction, and professionalism. RAD has given the award each year since 2004.

#### **About FONEX**

Founded in 1989, with offices in Canada, France, and Italy, FONEX has been a RAD partner since 1997. FONEX, a value-added distributor (VAD), network integrator and solutions provider is focused on serving the needs of customers in North America and Europe who own and operate telecommunication network infrastructures for their own internal requirements or for the resale of carrier services. FONEX expertise and know how, led to their selection by major Canadian and European ILECs, CLECs and ISPs, for the supply of a broad range of telecommunication equipment, such as Ethernet demarcations units, xWDM backhaul systems and international SDH/SONET gateways.

#### **About RAD Data Communications**

Founded in 1981, RAD Data Communications has achieved international recognition as a major manufacturer of high quality access and backhaul equipment for data communications and telecommunications applications. These solutions serve the data and voice access requirements of service providers, carriers, and enterprise networks. The company's installed base exceeds 11,000,000 units and includes more than 150 carriers and operators around the world, including [AT&T](#), [China Mobile](#), [Deutsche Telekom](#), [France Telecom](#), [Hutchison](#), [Orange](#), [Telekom Austria](#), [TeliaSonera](#), [Telstra](#), [T-Mobile](#), and [Verizon](#). RAD is an active participant in industry organizations such as the [IETF](#), [Broadband Forum](#), [ITU](#), and [MEF](#). Its customers are supported by 31 offices and more than 300 channel partners in 165 countries.

RAD's environmental management system is ISO 14001 certified. Its operations facilities and processes comply with the industry's most stringent standards and are completely non-polluting.

RAD is a member of the RAD Group of companies, a world leader in networking and internetworking product solutions.

RAD Data Communications site: [www.radusa.com](http://www.radusa.com) / [www.rad.com](http://www.rad.com)

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