

Babylon-Enterprise Customer Success Story Ceragon Networks



Customer Profile

Ceragon designs and manufactures high-capacity wireless backhaul products that enable wireless service providers, and private and enterprise networks, to deliver voice and premium data services

Business Situation

As a contender in the highly competitive telecommunications equipment manufacturing industry, Ceragon strives continually to maintain and extend its advantage by developing and producing solutions that competitors cannot offer. To ensure continued success, Ceragon employs sophisticated and efficient development processes, in which accessibility and availability of PLM and ERP data are crucial.

Solution

Ceragon deployed Babylon-Enterprise to hundreds of desktops. Critical data from two complex enterprise systems is now extracted and delivered instantly to employees in a single click, through the streamlined Babylon interface.

"We saw right away that Babylon-Enterprise makes employees more productive, at a remarkably affordable cost. With data so easily available and accessible, development time has shortened and product quality has improved."

Yuval Maimon, VP Engineering & QA, Ceragon

Ceragon Networks, provider of high-capacity wireless backhaul solutions, improves quality of product development and manufacturing processes.

Overview

Operating in the swiftly evolving, highly competitive telecommunications equipment manufacturing industry, Ceragon faces a constant challenge to develop and produce the fastest, cheapest, and most reliable solutions.

"Ceragon is a smaller and more maneuverable 'boat' in a sea of competitors. That means we have the flexibility and agility to respond to customer and market demands, and can achieve solutions more quickly than the 'big ships,'" states Yuval Maimon, VP Engineering & QA at Ceragon.

To bring innovative and cost-effective products to the market, Ceragon focuses its strategy and investments on high-quality R&D. To maintain its competitive edge as the organization grows and expands, accessibility and reliability of enterprise information systems are a top priority at Ceragon.



The Challenge

Two complex enterprise systems are in place at Ceragon – **ENOVIA SmarTeam (Dassault Systèmes)** for PLM, and **MFG/PRO (QAD)** for ERP. Each system contains information needed by the R&D, Engineering, and Operations departments. Users often need to access both systems to collect all the data required for a task at hand, but have to login to each system separately.

According to Maimon, "Meetings frequently came to a halt while we waited for colleagues to locate the most up-to-date data in the enterprise systems, so that we could make fully informed decisions."

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“Babylon-Enterprise saves many hours of work over the course of a project cycle. Employees now have more time and energy to devote to new ideas and initiatives.”

Yuval Maimon,
VP Engineering & QA, Ceragon

Benefits

- Employees have easier access to vital information.
- Employees can immediately see all available data before making decisions.
- Work processes have become more consistent and more professional.
- Engineering, logistics, purchasing, warehouse operations are more efficient.
- Development time is shortened.
- Employees are more productive, and have more time and energy to direct to new initiatives.
- Deployment is quick, easy and does not require any changes to infrastructure.

“Babylon-Enterprise does not replace the enterprise applications, but gives users instant access to the information needed the most.”

Amir Kadar,
Director of IT Infrastructure,
Ceragon

When digging into an enterprise system to find information becomes laborious, users might not use the system to its fullest capacity. At Ceragon, as elsewhere, engineers, developers, and other information workers are often burdened by the pressure of workloads and delivery schedules. They have limited time to search the enterprise systems for the best solutions or most reliable data. This raises the risk of making decisions based on the first piece of suitable information found, instead of considering all possible options.

Maimon mentions another familiar tendency. “Managers at Ceragon, like managers everywhere, are not inclined to use the enterprise applications. They want a simple interface that shows them just the essential information. Typically, a company’s IT staff creates customized solutions for this demand.”

The Solution

Instead of developing an in-house customized interface, Ceragon elected to use Babylon-Enterprise. The one-click instant information-access solution was recommended by components engineer Dima Minin, who had used Babylon-Enterprise at his previous place of employment.

A pilot program allowed employees in the Engineering and R&D departments to evaluate Babylon-Enterprise. The result was a unanimous thumbs-up. A purchase order was placed, and within three weeks the Babylon-Enterprise system was “up and running without requiring any changes to our existing infrastructure,” according to Amir Kadar, Director of IT Infrastructure.

Data from the PLM and ERP systems is now delivered instantly to Ceragon employees’ desktops through the streamlined Babylon-Enterprise interface. Whenever a user initiates a Babylon query, such as for a part number, the essential enterprise data for the specific part is aggregated and displayed by Babylon-Enterprise.

Various “information sources”, which extract and present the results, are designed according to customer requirements. At Ceragon, **Engineering Data** shows essential part data from the PLM system, and has direct links to files and additional data from the PLM and ERP systems. **Supply Chain** presents up-to-date inventory data, as tracked by the ERP system. The **Part Number** correlates the different part numbers used by the operations and the marketing departments for the same part.

In addition, the **Ceragon Directory** source delivers colleague contact details and hierarchical links, extracted from the company’s **Active Directory** application.

Babylon-Enterprise was one of the fastest application deployments ever experienced at Ceragon. Adoption spread quickly throughout the company, propelled by internal promotional activities and word of mouth. The primary users are in the R&D, Engineering, Purchasing, Marketing, and Sales Departments.

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“Babylon-Enterprise is not just a utility. For many it has become the primary application for their data needs. For some employees, to be without Babylon-Enterprise is like being deprived of their cell phones!”

Dima Minin, Senior Components Engineer & Engineering IT Manager, Ceragon

About Babylon

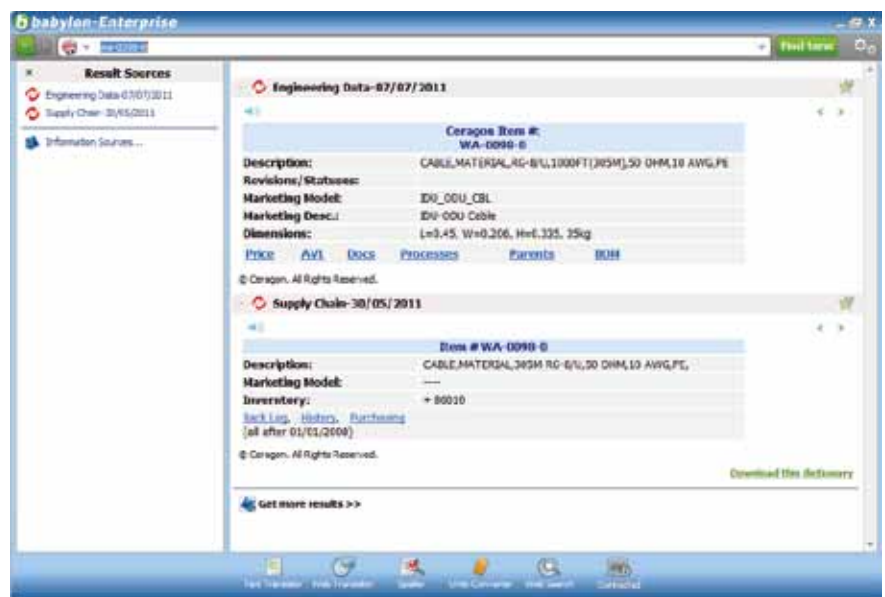
Babylon is a world leading provider of software solutions for instant translations, definitions and enterprise information retrieval.

Babylon has sold over 3 million licenses and has been installed on more than 50 million desktops in 200 countries. Babylon customers include industry leaders such as Daimler, Ericsson, Eurocontrol, Siemens, Robert Bosch, Gillette/Braun, IBM, Lufthansa, Motorola, Nestlé, Petrobras, Philips, SAP, Intel, Novartis, and many more. Babylon was established in 1997, and has been traded on the Tel Aviv Stock Exchange (TASE: BBYL) since 2007. The company has offices and representatives around the globe.

For more information, visit
www.babylon-enterprise.com

Minin, who continues to serve as a liaison for the application, describes the beauty of Babylon-Enterprise as “lean and mean”. Users can work in any application and get information delivered by Babylon-Enterprise in a single click-stroke, without delay or strain on computer resources.

Babylon-Enterprise presents all relevant and required data in one unified and simple interface. “Babylon-Enterprise is not just a utility. For many it has become the primary application for their data needs.” says Minin. “For some employees, to be without Babylon-Enterprise is like being deprived of their cell phones!”



The Result

Today, whenever a part, component or circuit is under discussion, it can be accessed immediately in Babylon-Enterprise. All relevant data from the enterprise systems is displayed at once. Employees in all departments, and at all levels, see the same reliable data. “Because everyone is now, literally, ‘on the same page’, the quality of our development and manufacturing processes has improved,” says Maimon. “Babylon-Enterprise saves many hours of work over the course of a project cycle, and shortens development time.”