Efi Arazi School of Computer Science invites you to a lecture in the "CS For Real" series of lectures on:

"Turning a Technological Challenge into a Business Opportunity – Case Study – Allot Communications"

Speaker:
Ramy Moriah, VP Customer Care for Allot Communications

Tuesday, May 12, 2009, 14:15
Room CB07 (-1 level), Arazi-Ofer Building
The lecture will be conducted in Hebrew

The "CS For Real" series of weekly talks is organized and hosted by the Efi Arazi School of Computer Science. Most of the talks in this series are about topics that involve technology, business, entrepreneurship and plain common sense. The series is open to all IDC students, irrespective of major and school.
Abstract:
Technological deficiencies are often an opportunity for a business solution. Identifying the "right" challenge is difficult, because it is hard to know the depth of the deficiency and gauge the impact on the market. In this lecture we will review a case study of a high-tech company (Allot Communications) and how it searched and refined its solutions throughout the evolution of the networking arena. Allot Communications provides DPI (Deep Packet Inspection) products for the Internet Service Providers. It's solutions combine network intelligence with the ability to minimize operating costs. From a startup company ten years ago it has grown into a global company with thousands of customers and installed products worldwide. In the lecture we will review the path.

BIO:
Ramy Moriah is VP Customer Care for Allot Communications. He heads Allot's worldwide customer care organization, responsible for pre- and post-sale support activities and the company's information infrastructure. Ramy Moriah has over 25 years of experience in the management of technology products and high-tech businesses. Prior to Allot, he was VP R&D and acting General Manager at ACA., manager of software development at Orbot Instruments, and a founding member of Daisy System's Design Center.