

IBM Innovation Center facilitates collaboration for Mobixell Networks

Mobixell Networks, based in Israel, develops and delivers innovative mobile multimedia, video and advertising solutions to the dynamic world of mobile telecommunications. Their flagship solutions include Mobixell Ad-it, a multi-channel, media-rich mobile advertising solution and Mobixell Content Production Suite (CPS) which enhances the ability of mobile operators, content providers and content aggregators to produce, manage and sell content for mobile devices.

Mobixell has a long standing with their local IBM Innovation Center, having worked with the IBM team to test their Mobixell rich media service center (RMSC) solution on System x® and WebSphere® Application Server. RMSC is their state-of-the-art, carrier grade network-centric mobile multimedia adaptation and delivery system that enable mobile operators to maximize multimedia revenues and enhanced user experience.

More recently, Mobixell has worked with the Global Technology Unit (GTU), of which the IBM Innovation Center is an integral part. IBM established the GTU to promote worldwide business for IBM with Israeli-based technology companies. The GTU team provided Mobixell with a dedicated test environment to enable them to carry out performance testing on IBM hardware. The results were outstanding and led to an increase in their customers' confidence. These results also helped progress joint IBM and Mobixell bid activities, and led to impressive joint wins at Tier 1 Mobile Operators.

In addition to the customized technical expertise provided by the IBM Innovation Center team, another benefit for Mobixell has been using their relationship with the Center team to access key IBM marketing, sales and technical contacts via the network of 40+ IBM Innovation Centers worldwide. As the IBM Innovation Center is now collocated with the IBM Forum Center, it provides a true one-stop shop where Mobixell can collaborate with IBM, clients and other Business Partners in developing business opportunities.

Avichai Levy, Executive Vice President of Marketing, Mobixell Networks made the comment "The IBM Innovation Center provides the advantages of working with a powerful organization like IBM, and mitigates the difficulties of navigating through the IBM complex organization by making life easy for us and helping us whenever a process gets stuck, and by supporting our efforts to have our products more tightly integrated with IBM software and hardware."



For further information:

Mobixell Networks <http://www.mobixell.com>

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