METASWITCH: THE BRAINS OF THE GLOBAL NETWORK

by John Lazar, CEO, Metaswitch Networks

Why does Metaswitch call itself "the brains of the global network"?

The phrase aptly describes our company in two ways. The first relates to our people and our approach to building the company. We simply recruit hugely talented people, the best engineers we can find, and we have a fantastic record of keeping them. So in that sense, we try to recruit a level of brain power that will allow us to innovate for our customers.

As an example, I have been with Metaswitch for 26 years and was recruited straight out of college. I started as a software engineer and have enjoyed many different roles in the company from product management to marketing to business generation. And I'm not unusual in Metaswitch in that most of our engineering talent is hired directly from universities and we're good at keeping them for as long as we possibly can. Among our professional staff, annual turnover is not much more than 5 percent. While we recruit very good experienced people as well, the heart of the software engineering team is made up of smart graduates, who are the engine that drives the company.

But the slogan works on another level for Metaswitch because of the way in which we target our engineering and our product development. Very simply, we like to solve difficult problems. We focus on helping our customers tackle the key decision points as networks become virtualized and control planes become centralized in software. And those are the points within the network that provide the brains.

These are the critical areas where network operators are evolving their networks to become more elastic and responsive to the markets they serve. With that in mind, we provide our customers with an evolutionary migration to move at their own pace. We also provide cutting-edge solutions for operators that might be new to the communications services business, or to Metaswitch.

We do challenge many of our existing customers to evolve into what we call "software telcos." We explain what we think is happening in the industry - a blurring of lines and the emergence of new competitors in what we refer to as a "post-carrier future" - and we push them to face up to it. We don't force them down some ideological route, but we make it easier for them to move at their own pace because all of our products are flexible. They can be deployed as existing appliances or on commodity hardware or on a virtualized environment in the cloud.

To sum up, there are two distinct meanings to Metaswitch's slogan, "The Brains of the New Global Network." One is focused on our people and the way we've built our company. The other refers to our software, where it sits in the network and how we'll help our customers evolve their businesses by solving difficult technology problems. As the network operators becomes more software-centric, Metaswitch continues to be a trusted partner that delivers innovation, quality engineering, exceptional support and reliability, to help create value for our customers. ❍