

WIRELESS TECHNOLOGY SPECIAL

EMBEDDED ADVISOR

SEPTEMBER 01, 2018

EMBEDDEDADVISOR.COM



Cyrille Morelle,
President & CEO

VeEX

TESTING THE FUTURE
OF CONNECTIVITY

\$15



COVER STORY

EMBEDDED
ADVISOR TOP 10
WIRELESS
Technology Solution Providers - 2018



Cyrille Morelle,
President & CEO

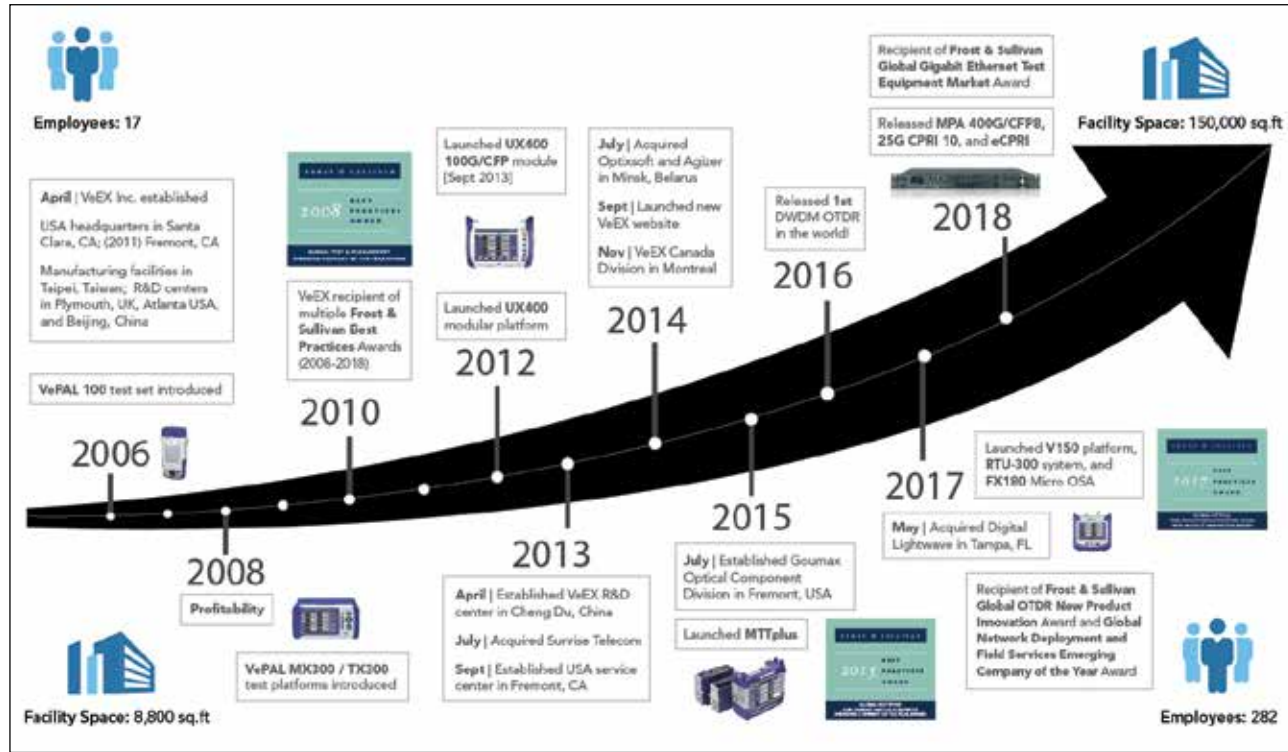
By D Ashwani Kumar

Wi-Fi technology is considered to be the favorite access technology worldwide for all users from divergent technical backgrounds. Despite the great physical advantage of convenience and mobility, this progressive technology still has a long way ahead to resolve the uniformity of Wi-Fi signal and its strength. To illustrate the case of normal users, people manage to easily connect their phones, laptops and tablets to local Wi-Fi hotspots, yet often struggle with another slow and poor connectivity episode that can't even get a few emails through or the desired stream quality. "Such is the story of the present day Wi-Fi user experience, and that is what we aim to change," says Cyrille Morelle, President and CEO of VeEX.

Having witnessed not only the Wi-Fi evolution first hand, but cellular and telecom in general, Morelle believes that Wi-Fi technology proves to be a great boon to modern day carriers by providing them with opportunities of countless deployments including residential, private, and public Hotspots, managed SMBs, and hospitality services. On the downside, however, the end user's expectations are usually difficult to meet due to their unfamiliarity with different aspects such as technology's environmental limitations, configurability, or operational metrics. Quite often this unawareness is found to be the primary source of customer dissatisfaction where most users and businesses don't have the knowledge or the right IT personnel to take care of these issues. Fortunately, this gap between the users



TESTING THE FUTURE OF CONNECTIVITY



and technology grants carriers with another layer of opportunity to fill in the void. An opportunity to provide managed Wi-Fi services to their customers and differentiating their service offerings through premium Wi-Fi access or guaranteed SLA Wi-Fi service. “In order to achieve that, carriers need a referential frame for validating their service quality,” says Morelle. As a developer of tools for conducting performance testing on Wi-Fi signal and measuring end users’ experience under traffic load, VeEX stands prominently as the very standardization to determine the service quality of the carriers. In addition to Wi-Fi, VeEX provides test solutions for all transport, core, metro, mobile and access network technologies including carrier-class Ethernet up to 400G, fiber optics, passive optical networks (PON), DOCSIS 3.1 cable modems and DSL, among other communications technologies.

Previously, carrier technicians used to let their customers do a casual self-installation and performed a quick signal-level survey to determine the quality

“
We provide equipment and solutions that support the latest cutting-edge technology while also being able to translate that advanced technology into a test routine and metrics that are easy to understand for the technicians

of the signal, a practice, which would considerably be deemed insufficient in modern times. VeEX goes through tremendous lengths to enable carriers to actively test the service and ensure that the quality of experience is enhanced. Based on the customer’s unique requirement, VeEX provides carriers with easy-to-use test tools that qualify and record the actual achieved download and upload speed in the places where the Wi-Fi is used by generating traffic loads that simulate the end user’s application data traffic. The company then provides carrier technicians with easy-to-understand thresholds that enable them to evaluate actual service quality experience of the end user.

Started by a group of experienced professionals in the field of telecommunications test and measurement, VeEX brings its niche technology to the table. With a workforce comprised of engineers from different corners of the world, VeEX operates as a global organization disrupting its way to eminence. “Our innovative standpoint

turned out to be the key to our success in the industry. In the light of which, we went on to become the first company to bring an open OS to our machines which helped us move faster,” adds Morelle. Unlike established entities that sell their products to the clients according to pre-defined templates and industry practices, VeEX follows a very flexible approach. Morelle states, “We listen to the customer and try to figure out their specific requirements and present a suitable solution that may be unique to their business.” Being a customer-centric organization, VeEX’s goal is to be a provider of standardized global solutions.

Commenting further on VeEX’s approach to handling customers, Morelle mentions, “Customers in this line of business are often skeptical about their vendors and thus challenge them to put everything on the table.” Working with a talented sales team and supporting engineers, VeEX accepts these challenges head-on and brings the best industry practices to its clients. Identifying their customer’s pain points and potential areas for improvement, the company assists its customers in working on these areas. As an organization, VeEX operates in an agile fashion where the company, apart from being customer focused, is also

significantly customer driven. Following the customer’s unique requests and needs, VeEX constantly develops new products and features while enhancing their current product line.

Reflecting on one such case study, Morelle cites the example of a particular feature optimization. Based on the customer request, VeEX developed a feature to emulate the end-customer’s traffic load and determine a pass-fail threshold that conveys the service quality of the Wi-Fi service at a particular place. “When a customer requests for a feature, we first evaluate whether the feature would be feasible from a larger perspective. After testing positive, we implement the feature in a fairly short amount of time. Being actively responsive and taking quick action to customer concern has won us a lot of business.”

A significant part of this dexterity is the direct outcome of the experienced workforce at VeEX. The fact that VeEX was founded by test and measurement industry experts, reflects on the very approach of the company. Emphasizing the difference between the test and measurement approach and traditional equipment installation, Morelle explains, “We don’t simply introduce new technology. We provide equipment and

solutions that support the latest cutting-edge technology while also being able to translate that advanced technology into a test routine and metrics that are easy to understand for the technicians.”

On a parallel note, VeEX is also equally supportive of its own workforce while the company operates as a flat organization. Morelle states, “Two virtues that indefinitely stand important to me are trust and empowerment. At VeEX, we believe in empowering all our employees to make actionable decisions.” Practicing an open-door workspace culture and exceptional connectivity within the organization, VeEX employees seamlessly communicate with their colleagues, executive personnel, and customers to deliver intuitive and innovative solutions.

Evolving with the same mindset, VeEX today stands as a young organization, with a vast global appeal. The company works with established leading-edge technologies to develop and enhance their product portfolio and aspires to practice a horizontal growth approach to augment their innovative prospects. Having developed several lines of products focused on labs, network equipment manufacturers and field technicians, VeEX plans to reduce the time to market for their technology and getting it from the testing phase to field technicians quickly.

VeEX also keeps a keen eye on the latest and emerging technologies. Looking at the most current trends of faster internet, the company is all set to embrace the 5G technology that is emerging on the horizon as the next big thing. Equipped with products to support 400 gigabits Ethernet testing, the company is also looking into its options of transport technology for 5G. “We aim to be the first in the market to provide portable testing equipment when these technologies hit the ground and there lies our roadmap for the future,” concludes Morelle. 🇺🇸

