

WideBridge Case Study:

Pelephone

Enhancing workforce communication
with next-generation PTT services



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The Customer

Pelephone Communications Ltd., a subsidiary of Bezeq Israeli Telecommunication Co. Ltd. (TASE: BEZQ), is an Israeli-based mobile network operator, and the first company to offer mobile telephony services in Israel. Due to its first-mover status, the brand-name “Pelephone” became the genericized trademark for mobile phones in Israel, regardless of service provider. As of Q3, 2017 Pelephone had 2.5 million subscribers.

The Challenge

Pelephone identified a growth opportunity for organizational workforce communication based on Push-to-Talk (PTT) technology. Existing PTT solutions were based on outdated Land Mobile Radios and iDEN technologies and cumbersome devices that utilized only voice and narrowband data. Pelephone sought a technology solution that would allow its customers to benefit from a feature-rich smartphone app and more advanced PTT communication over its cellular network, and serve as a competitive differentiator that would drive subscriber retention rates.

The Solution

Pelephone partnered with Elbit Systems, a recognized world leader in communications, to harness the power of its innovative WideBridge solution to allow Pelephone to offer an immediate and secure communication service for enterprises and SMBs. The combined solution – called Pelephone PTT – offers PTT communication enhanced with voice, video and location-based services over Pelephone’s LTE/3G networks. With a simple push of a button on a wide variety of handsets, Pelephone PTT can be integrated into existing business operational flows, allowing group collaboration among people and IoT devices and driving efficiency across the entire organization.

“We see this system as much more than a basic Push to Talk. For us, it is a mobile tool for management and control of the workforce. The possibilities and capabilities to optimize work tasks are almost endless.”

Israel Eybi,
VP Business Customers at Pelephone



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