

Ari Sonesh

CosmoCom

Ari Sonesh is president and chief executive of CosmoCom in Melville. He founded the company, in 1996, to create a next generation of contact center technology.

CosmoCom has established a worldwide presence with offices in the U.S., the Netherlands, UK, Germany, France, Japan, China, Hong Kong and Israel, and distribution partners in many other countries.

Its flagship product, CosmoCall Universe, is a unified contact center suite that includes ACD, IVR, IVVR, CTI, predictive dialing, multimedia recording and administrative tools. It is a high capacity, high availability, multi-tenant platform that supports multi-channel contacts via telephone, videophone, live Internet, and e-mail channels, supporting all media including text, IM, voice, video and real-time collaboration.

Sonesh has years of experience in general management, research and development, production, support, international commerce and marketing in the computer and telecommunications industries. He earned a BSEE from the Technion in Haifa, Israel.

Prior to CosmoCom, he was vice president of engineering, operations and Technical Support for Comverse Technology, a telecommunications equipment manufacturer with annual sales in excess of \$1 billion.

"Most of my experience is in software and communications," Sonesh said. "I definitely see important advances in these areas coming from well established LI-based companies including CA, Comverse, Verint and Nortel (Periphonics), while young, aggressive, and innovative companies like CosmoCom are introducing truly disruptive technologies. These advances are being fueled by programs like the Mobile Communications Center of Excellence at Stony Brook, supported by NYS."

Long Island is globally famous for exceptional technologies and research in aerospace, communications and bio- and nuclear-technologies, Sonesh noted. "Even as a young engineer in Israel, I was aware of Long Island and its technologies," Sonesh said. "I used technologies from Fairchild, Grumman and other LI-based firms, and eventually I joined one of Long Island's best known companies — Comverse Technology."

Sonesh believes that Long Island has experienced some decline in its image mainly because of the downturn in aerospace budgets and the incorrect perception of Long Island as a 'bedroom community' for New York City firms. "But we have, today, everything necessary to be a premier technology community," he said. "We have excellent engineering schools, hi-tech giants like Computer Associates, young and innovative companies and outstanding venture capital sources. Long Island is already a strong



technology community and we are working to make its future even brighter."

Sonesh, who is also director of LISTnet (Long Island Software & Technology Network), sees Long Island's technology community working hard on its image. "For any location to sustain itself as a technology region, it must generate enough new companies — startups," he said.

"One of the latest programs LISTnet is implementing is a mentoring program linking established professionals with entrepreneurs and young companies, to help launch successful startups," he said.

CosmoCom achieved yearly revenue growth of 30 percent in 2002; and 40 percent in 2003 and 2004. The company has received more than 50 industry awards and was recently ranked for the third year in a row by Deloitte as one of the region's fastest growing technology companies.