

Salesforce Q&A - SignalWire Overview

Describe the origins of SignalWire and your view on your competitive position

SignalWire emerged from FreeSWITCH, an open-source project that transformed telecom by enabling scalable, flexible, and programmable communications. SignalWire builds on this foundation to give businesses full control over their communication workflows without the complexity of managing hardware.

SignalWire leads the **Programmable Unified Communications (PUC)** category, combining the programmatic flexibility of CPaaS with the unified capabilities of UCaaS and CCaaS. This addresses key challenges in traditional solutions:

- **Rigid on-premise systems** that are expensive and hard to scale.
- **Fragmented cloud services** leading to poor integration.
- **Resource-intensive DIY infrastructure.**

SignalWire's competitive advantage comes from its **composable telecom infrastructure** approach, where communication elements are modular, reusable resources that can be programmatically assembled. Key differentiators include:

- **Programmability** through APIs, webhooks, and RPCs for real-time workflow changes.
- **Low latency** through native media stack integration.
- **Global scalability** with geographic redundancy.
- **Cost efficiency** through consolidated tools and automation.
- **Developer-friendly open standards** (SIP, REST, WebRTC).
- **SWML for advanced call flows and dynamic workflows.**

This enables businesses to build precisely what they need without vendor lock-in or fragmented tools while maintaining enterprise-grade reliability and scale.

Describe how FreeSWITCH and SignalWire interact; do open-source developers convert to paid SignalWire customers?

SignalWire serves as the sponsor for the **FreeSWITCH** open-source project. SignalWire uses an enterprise version of FreeSWITCH loaded with proprietary features as one key component of its platform. FreeSWITCH is mostly used by others in an **on-premise** environment, so as digital transformation occurs, SignalWire is able to offer a **more modern and flexible cloud-native solution.**

Describe how customers are using your products and key customer use cases

SignalWire is used by **developers** to build AI agents, call flows, and other solutions. Calls can originate from **PSTN, SIP, WebRTC, and other sources**, accessing and sharing the same resources. SignalWire is also used by **enterprises** to build their own custom communication solutions.

When a developer builds an AI agent or call flow using SignalWire, do they still need a traditional CCaaS, UCaaS, or CPaaS solution?

Not in most cases. SignalWire focuses on providing the **core real-time communications (RTC) infrastructure** and high-level primitives needed to build UCaaS and CCaaS applications.

Rather than competing with UCaaS/CCaaS solutions, **SignalWire provides the underlying infrastructure** that enables these applications to be built. Through standards-based protocols (**SIP, WebRTC, etc.**) and APIs, SignalWire can integrate with any system while handling complex real-time media, routing, and scaling requirements.

High-level application features (like CRM integration and workforce management) can be integrated through SignalWire's **programmable interfaces**, including webhooks, REST APIs, and real-time events. This allows customers to:

- Build custom **UCaaS/CCaaS** solutions directly on SignalWire.
 - Integrate **SignalWire capabilities** into existing applications.
 - Use **SignalWire as the communications backbone** while leveraging other tools.
 - **Mix and match** components through **open standards and APIs**.
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Where does SignalWire fit in a CCaaS/UCaaS solution stack?

SignalWire **sits between the customer and the underlying communications infrastructure**. It provides the **core real-time communications infrastructure and high-level primitives** needed to build communication paths for **UCaaS and CCaaS applications**.

How do your products integrate with systems of record such as Salesforce?

SignalWire's **APIs and webhooks** allow for seamless integration with Salesforce and other systems of record. This enables:

- **Dynamic call and message routing** based on customer data and behavior.
 - **Post-call data integration** into any backend system.
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Product Portfolio: AI Agents, SWML, APIs, Call Flow Builder, etc.

Describe the voice applications that can be built on SignalWire

SignalWire supports a wide range of voice applications, including:

- **Call forwarding**
- **Answering machine detection**
- **Interactive Voice Response (IVR)**
- **Virtual assistants**
- **AI-driven customer interactions**

Using **SWML (SignalWire Markup Language)** and APIs, developers can create flexible, programmable call flows and integrate AI for advanced automation.