SignalWire is a telco-grade, AI Voice Platform for building the next decade of communication systems. SignalWire helps developers and businesses succeed by simplifying Communication technology into a future-proof solution that enables them to quickly build scalable, innovative solutions that empower their customers to thrive.

# Three Critical Inflection Points in Technology

## Inflection Point 1

### 1989 World Wide Web

Browsers emerge, HTML becomes the universal interface

**Impact:** Read-only internet - the birth of online content + websites become the first layer of digital presence

## Inflection Point 2

### 2006 The Cloud

Launch of EC2 and S3, API driven compute

**Impact:** The cloud-native revolution begins

## Inflection Point 3

### 2022 AI

Foundation models and real-time inference become accessible

API-first platforms shift from commands to conversations

**Impact:** The internet becomes intelligent

Telecom locked inside on-prem infrastructure

**2006: FreeSWITCH is born –** giving voice to the programmable internet.

**Impact:** Becomes the number one open-source telephony platform that revolutionized the VoIP industry. Powers 95% cloud communications industries:

CPaaS
UCaaS
CCaaS
} Powered by FreeSWITCH

**2018: SignalWire is formed** to take FreeSWITCH into the cloud.

Modular, protocol-agnostic telecom core built for developers

Bridges SIP, PSTN, WebRTC, and more under one engine

The foundation for Programmable Unified Communications (PUC)

Impact: Real-time communications become programmable, composable, and embeddable

**SignalWire's PUC Platform** is to Communication what EC2 was to Compute and what LLMs are to Understanding

Impact: PUC is the missing layer that lets Humans and AI interact via comms channels in real time.

# The Biggest Inflection Point is Here – NOW

The convergence of several events are forcing the first re-engineering of global voice platforms in 15+ years

- Genesys, Metaswitch, and legacy on-prem are being phased out
- AI is transforming contact centers and workflows
- Developer adoption is the new distribution
- The developer platform that enables this shift will own the next decade

**SignalWire** was architected for this shift from its inception.
We have the infrastructure, AI orchestration, and protocol stack **live today – at scale**

# The Legacy Stack is Breaking

## AI is now central to customer interaction, but the legacy communications stacks were not built for it

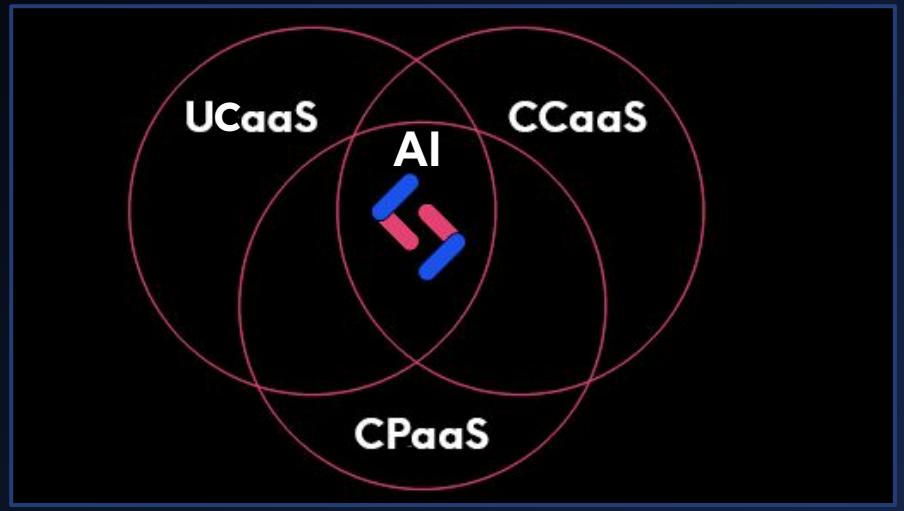
Today's systems are:

- **Latency-prone** and stitched together non-defensible AI use-cases with multiple API
- Designed for **rigid** use cases of **low quality audio** and rudimentary call routing to humans only
- Inflexible across all protocols, both legacy and modern (SIP, PSTN, WebRTC, and Mobile)
- Impossible for developers to extend to modern ideas and product requirements

# Current Solutions are Limited

| Company | Limitation |
| --- | --- |
| **Twilio (CPaaS)** | **Gen 1 CPaaST** – Not built for real-time AI workflows. Requires multiple third-party integrations for advanced routing, NLP, etc. Cannot innovate on the already ancient voice stack. |
| **LiveKit (AI)** | **New in Town** – No programmable telecom stack. Needs years to accelerate |
| **Replicant (AI IVR)** | **Closed IVR System** – Not a developer platform or infrastructure layer, making the solution rigid |
| **Genesys/MetaSwitch (CCaaS)** | **Legacy CCaaS** – Complex and expensive solution, not programmable. EOL on-prem causing a mass exodus to the cloud. |

# SignalWire : What Makes Us Unique?




**Creating something entirely new:**
Programmable Unified Communications

Join a Video Call with AI

- ➔ **Composable Infrastructure Approach**
  - ◆ Translates between mobile/browser world and traditional telecom. Global scale with intelligent routing network
- ➔ **Deep Programmability**
  - ◆ Built by the creators of FreeSWITCH; developers gain direct, low-latency control over media and call flows
- ➔ **Native AI Integration**
  - ◆ Real-time transcription, translation, and programmable Digital Employees all baked into the platform (no third-party “bolt-ons”)
- ➔ **Flexible, Usage-Based Model**
  - ◆ Scales affordably without enterprise-level license fees. Ideal for everything from startups to large-scale call centers
- ➔ **Developer-Centric Ecosystem**
  - ◆ Integrates easily with CRMs, ERPs, LLMs and other AI services, and more

# SignalWire : Use Case One

SignalWire's Programmable Unified Communications (PUC) approach abstracts telecom primitives into composable **Resources** (like AI Agents, Subscribers, Scripts, Rooms, Gateways), which can be mixed and matched to create dynamic, scalable communication systems. Applications can be up and running in weeks rather than years.

## Secure, Compliant Healthcare Appointments (HIPAA)

**Goal:** Let patients schedule, confirm, or cancel appointments via voice

**Resources Used:**

- AI Agent: For appointment interaction
- Room: For escalated video calls with doctors
- Subscriber: For back-office agents or nurse line
- SWML Script: For call routing and compliance logic
- SWAIG: For integration with EMRs and scheduling systems

**Flow:**

1. Patient calls a number tied to a SWML script
2. An AI Agent confirms their identity and retrieves availability via SWAIG
3. They confirm or change appointments
4. If escalation is needed, patient is transferred to a Room or Subscriber

✅ **Sensitive information is kept secret for PCI and HIPAA compliance**

# SignalWire : Use Case Two

## Virtual Receptionist for Distributed Teams

**Goal:** Build a smart receptionist that can handle distributed, hybrid staff across the globe.

**Resources Used:**

- AI Agent: Natural conversation + name/intent capture
- Subscribers: Remote employees with SIP/WebRTC endpoints
- Queue: If staff is unavailable
- Script: Core logic
- SendSMS: To notify team members of missed calls

**Flow:**

1. Caller is greeted by the AI agent
2. AI asks “Who are you trying to reach?” or “How can I help you?”
3. Based on user intent, routes to the correct Subscriber (e.g., marketing, sales).
4. If person is away, the call goes to Voicemail, then sends an SMS/email.

# SignalWire: Platform Overview – SignalWire is the programmable fabric that connects real-time AI, SIP, PSTN, WebRTC, Mobile, SMS, and Video.

## Real-Time Infrastructure

A highly available, distributed, and reliable cloud-based communication infrastructure that breaks down key application features into development building blocks.

## AI Kernel Embedded in the Media Stack

Voice, transcription, memory, and LLM reasoning run inside the media layer. No detours

## Model-Aware Agent Infrastructure

SignalWire's production-ready equivalent of MCP (Model Context Protocol) is called SWAIG. It securely defines agent goals, memory, tools, and behavior in a stable format that has been in use for over a year.

## Omnichannel by Design

Unified platform across PSTN, SIP, WebRTC, SMS, Video, and AI natively built into the stack.

## Subscribers

Managed user identities that enable programming of PBX and Call Center features, including roles and call routing, to build integrated customer experiences.

## Declarative Call Logic

Developers build conversational applications using structured prompts and JSON logic, rather than wiring APIs and sockets by hand.

SignalWire

# GLOBAL NETWORK

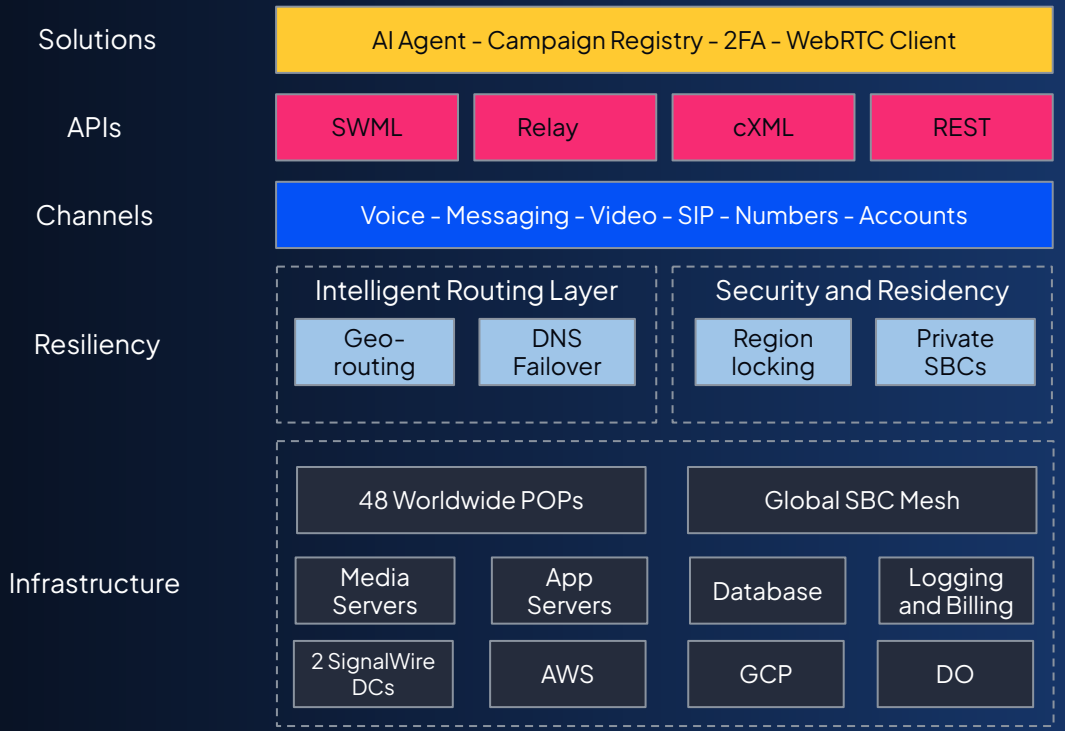
Covering over 5 billion people within 50ms & globally within 100ms


- Nodes placed worldwide to ensure high availability, low latency, and scalable communication infrastructure.
- Tailored solutions for specific business needs such as data sovereignty requirements, serving clients like Sprinklr, Deutsche Telekom, and large call centers.
- Cloud agnostic architecture allows deployments to any data center or network.

**Continuous analysis** detects disruptions and uncovers path optimizations on a per-endpoint basis.

**Secured** with SOC II, HIPAA,PCI compliance, and built-in access control.

# SignalWire: A Complete set of Services



# SignalWire: Go-to-Market

## Product Led Growth partnering with Sales Led Growth

- Customer focused platform designed for Product Led Growth (PLG), including self-service and POC acceleration
- Strategic Partnerships with Enterprise and telcos to integrate with SignalWire's powerful Programmable Unified Communications (PUC) platform, future-proofing their offering
- Customer Support and Customer Success increases consumption and retention. 2024 net retention 130%
- Revenue Streams: SignalWire generates revenue from various sources including consumption-based fees, monthly subscriptions, dedicated infrastructure, and professional services for platform integration. 96% revenue is recurring

Focus on industries with heavy customer engagement needs, companies with technical ability, and development resources.

# SignalWire: What Makes Us Unique?

- **Everything is a composable resource**: Use APIs to create. APIs to control. SDKs and phone numbers to place and receive calls.
- **Real-time programmable logic**: Using SWML, you can orchestrate everything at runtime.
- **Cross-channel support**: Works with PSTN, SIP, WebRTC, and messaging - with consistent logic.
- **Global scale + edge routing**: Deploy anywhere, route intelligently.
- **AI-native**: AI Agents aren't bolted-on - they're part of the core. They can see, be seen, hear, speak and control calls based on simple instructions and integration points using SWAIG (our product ready MCP equivalent)

Join a Video Call with AI