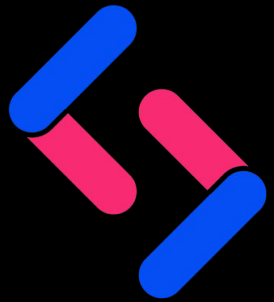

SignalWire

Software-Defined Telecom

SignalWire

Who We Are

A technology company dedicated to bringing Software-Defined Telecom to the mainstream

An Always-On Distributed Team in 15 states and 11 countries.

The creators and stewards of the Most Popular and Powerful open-source telecom platform in the world.

Pioneers, developers and thought leaders at the intersection of Internet Communication and Remote Work / collaboration tools.

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Mission

Create a Software-Defined Telecom Network

- Accelerate the **Digital Transformation** of telecom infrastructure.
- Eliminate the **Barrier to Entry** for the next generation of communications products.
- Terraform a **New Digital Landscape** for communications on the web.

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Before and After

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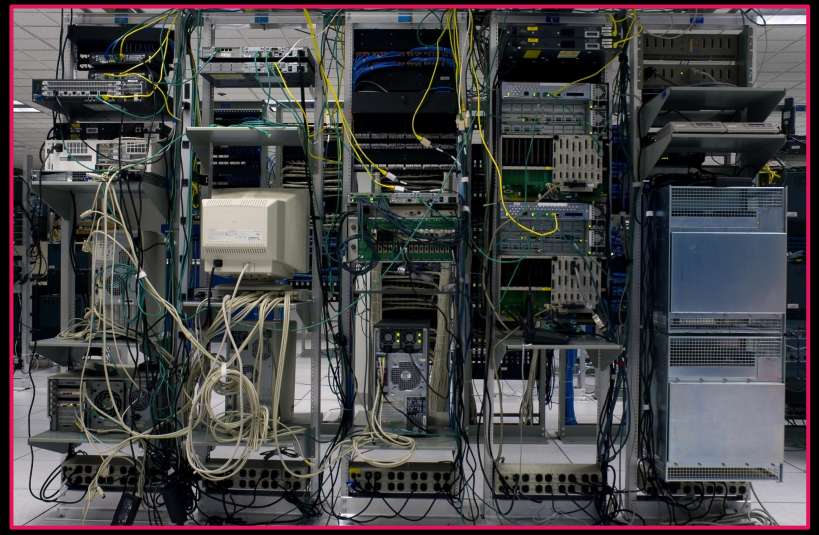
Before and After



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15 Years of Innovation

- **17** Companies using **SignalWire's FreeSWITCH Tech** in the same trade show.
- Without our **Innovation** the industry would be not be possible.
- All **Major Communications Categories**.
- They **rely on us** for core innovations.

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Key Differentiators

Software-Defined Telecom network eliminates the need for on-prem communications.

Our underlying platform is **infinitely flexible** allowing rapid development of new products and services.

Our **core technology** is world-class and has already laid the groundwork for the digital age of communications.

WE BUILT OUR OWN TECHNOLOGY SO THERE ARE NO SOFTWARE COSTS OR DEPENDENCIES

- Classic Telecom APIs
- Modern real-time APIs
- Embeddable Video APIs
- All combine to connect the world

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On-Prem Physical Telecom

Expensive Datacenters

Cisco 4451-X Integrated Services Router Voice and Video Bundle Router - Modular - Gigabit Ethernet

$15,806.77 POSGlobal.com **91%** positive (1,747) | Compare prices from 10+ stores

★★★★★ 1 product review

The **Cisco** 4451-X Integrated Services Router revolutionizes the delivery of application aware services in a branch-office ...

Cisco · ISR · Wired · Gigabit Ethernet · IPv6 Compatible · 32 GB

Expensive Equipment (Cisco, Sonus etc)

Expensive Administrative Staff

Little-To-No programmability

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First-Gen CPaaS

Backwards Facing Focus

1970s call quality

20-Year-Old API technology

Deflation of costs **creating a bubble**

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Historic Timeline

Gen 1 - On-Prem physical devices on a wired network.

Gen 2 - Gateway physical phone network to IP with REST APIs.

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Gen 3 - Build a **Software-Defined Telecom** network that can **Interconnect** the past, present and future, globally.

Gen 4 - **Leverage the Network** to get in the **Communications Path** of all internet-enabled devices and enable a **New Category** of market verticals.

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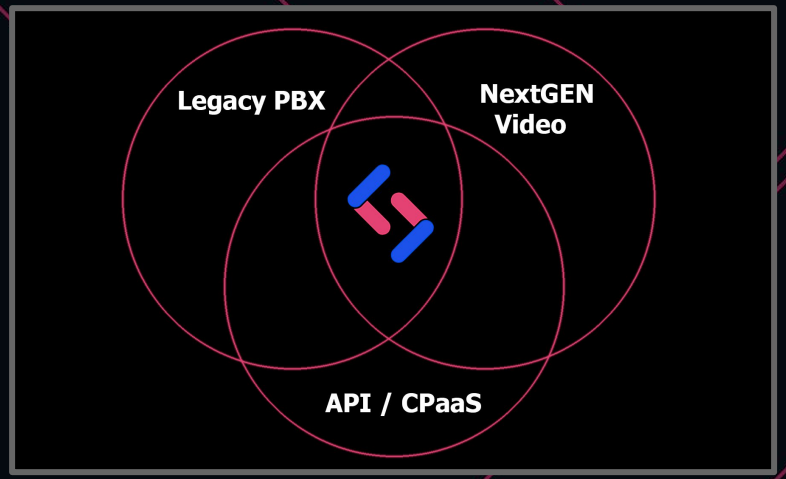
Big Picture

Three pillars of the future of communications

1) **Elevate Video** beyond stuffy meetings and into real-life use.

2) **Elevate dusty PBX** concepts to change how we communicate.

3) **Tie it all together** with simple programming interfaces.



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Why Now?

5G will extend Unprecedented Bandwidth at low latency to billions of devices.

We are at a Massive Inflection Point with regards to digital communication and there is an opportunity to fundamentally change the landscape.

Accelerating to critical mass is key to dominance.

Our Distributed Team Model can allow us to Innovate while Moving Quickly while others are forced to adapt to a work-from-home culture shock.

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Market

42% of the global IT market (**$1.5 Trillion**) is spent on digital communications services.

According to IDC, the Global CPaaS Market is projected to grow to ~**$11BN** in 2022.

Unified Communications market: **$14 Billion.**

US alone: **348 Billion** minutes of over-the-top VoIP calls & **180 Billion** app-to-person messages.

45% of the global IT market (**$1.5TR**) is currently (2019) spent on digital communication services, which according to Gartner is still majority on-prem technology.

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Unfair Advantage

SignalWire has pioneered **Software-Defined Telecom** since the inception of its core technology stack **FreeSWITCH** was created in 2006.

The **Community of Millions** helps provide invaluable insight into the way communication is done and cannot be reproduced by others.

Our technology can scale to **Maximize the Resources** of any compute device virtual or bare metal.

Our ability to rapidly identify and **Deploy Valuable Functionality** is unprecedented.

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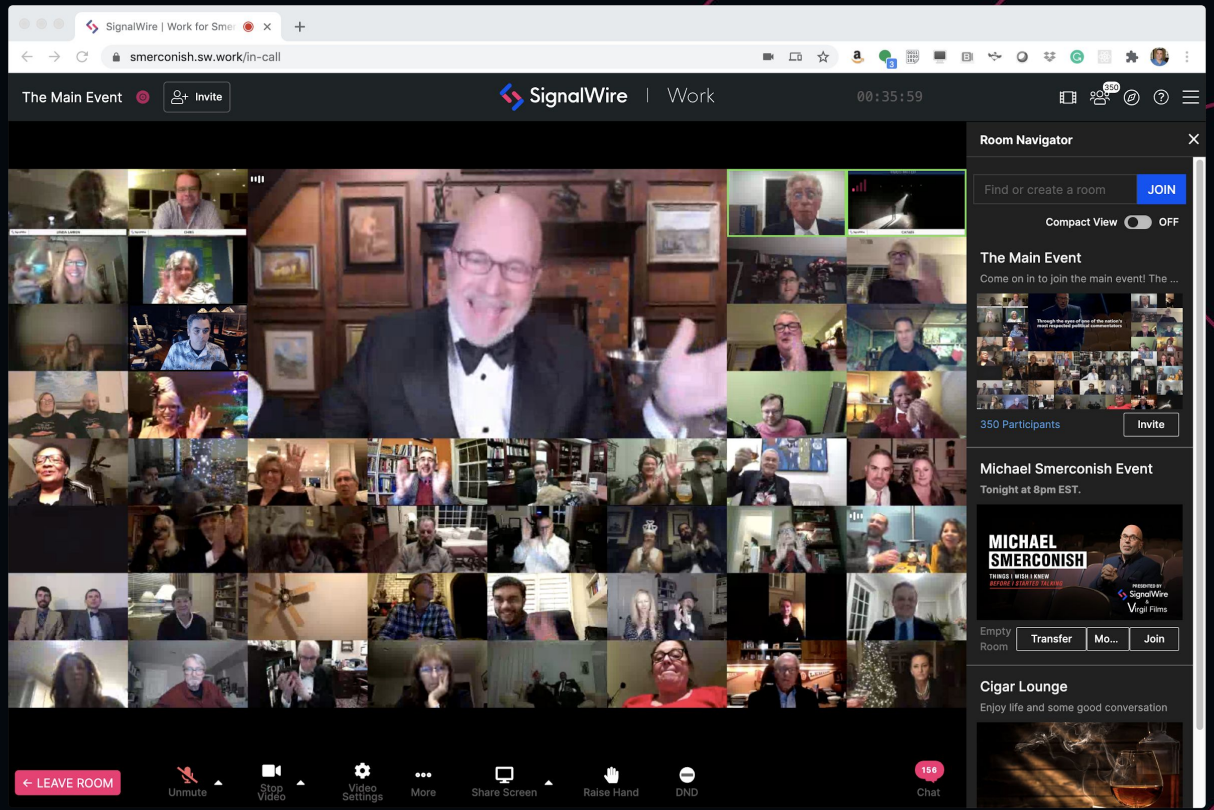
Theory In Practice - 500 Users



SignalWire Team

Founders

Sean Heiney, COO

Experienced Product Leader and GTM Executive

Barracuda, Periscan

Anthony Minessale, CEO

Technical Founder Creator of FreeSWITCH

Barracuda, FreeSWITCH Solutions

Evan McGee, CTO

Expert in Microservices and Cloud Architects

RingPlus (MVNO)

SignalWire Team

Leadership

Nigel Thomas, VP Sales

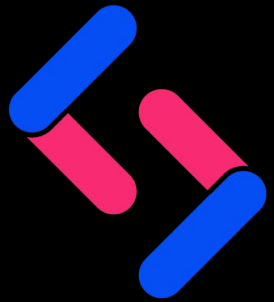
Experienced Sales Leader from Redhat and Inktank

Aseem Asthana, VP Product

10 years PM experience with Barracuda Networks

Ezra Hookano, VP Business Development

Extensive company building - Barracuda, Fusion-io, Exablox



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Software-Defined Telecom

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Customers - Service Titan

ServiceTitan

Initial project saved tens of thousands of dollars by switching from Twilio.

Able to maintain their own carrier relationship.

Future projects will open more doors to grow together.

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Customers - RoboKiller / IAC

Provide backend infrastructure for their mobile app.

Tested and ready to ramp up to enormous volume of millions of minutes a day.

Several other IAC brands need services.

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Customers - Cerner

Cerner™

Provide secure Software-Defined Telecom STACK for medical application.

Opportunity to provide to other services as they are developed.

Priced to grow on per-user model.

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Customers - Home Depot

Connect AI Auto Attendant to Google Cloud.

Deployed private-cloud application to thousands of stores.

Endless opportunity to reduce more of their complexity with new services.

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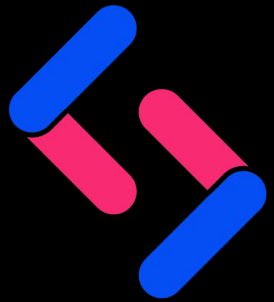
Customers - Liberty Mutual

Preserve the buzz of the trading floor.

Create a virtual office experience for their employees.

Pave the way forward for a new era of communications and remote work.



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