

WHO CARES ABOUT VoIP?

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WHO WE ARE.

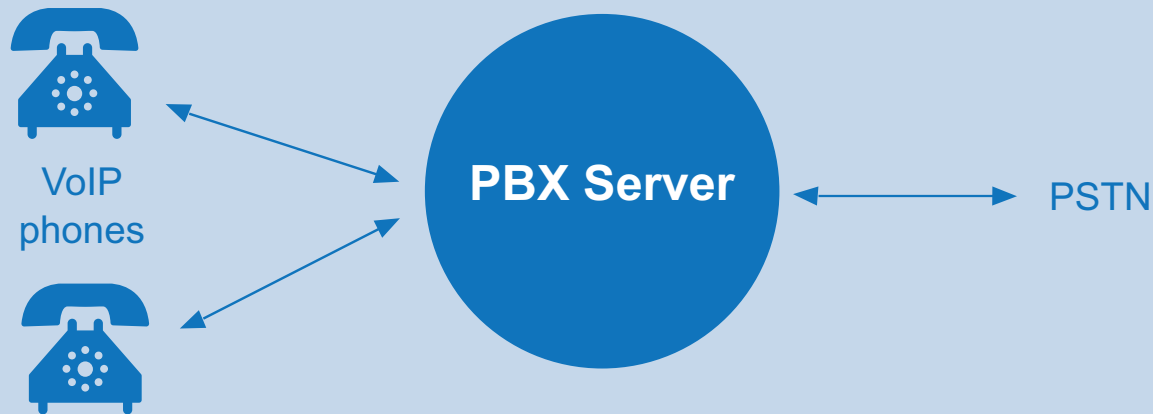
- 2 Companies sitting on top of VoIP Network
 - Localphone
 - Retail offering (VoIP accounts, apps)
 - 700,000 users
 - Voxbeam
 - Wholesale offering, A-Z Termination
 - US CLEC
 - Terminate ~20,000,000 mins/week internationally
- We use
 - OpenSIPS
 - FreeSWITCH
 - Jester
 - RabbitMQ
 - Redis
 - Hadoop
 - Homer
 - Sangoma (Transcoding)

OVERVIEW.

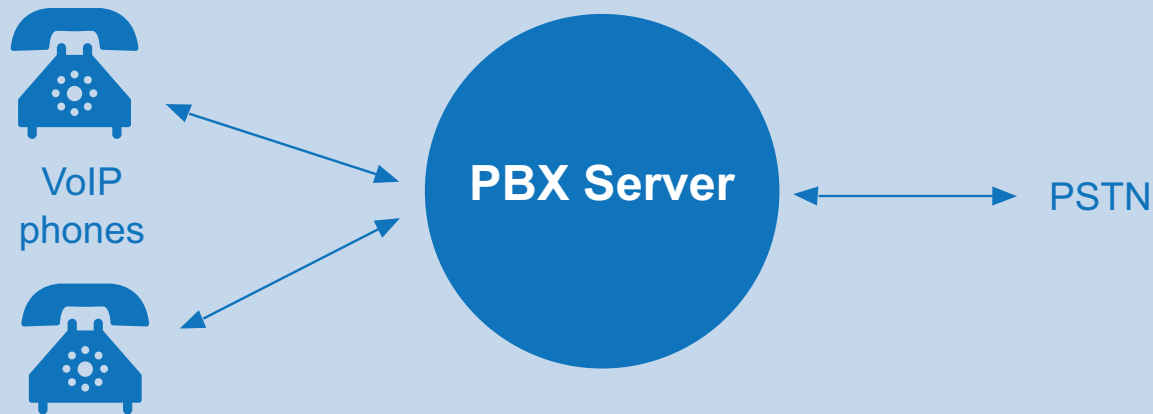
- Where we were 5 years ago “The Past”
- Where we are now “The Present”
- The Future
- Who Cares About VoIP?

Part 1: The Past

5 years ago – business.



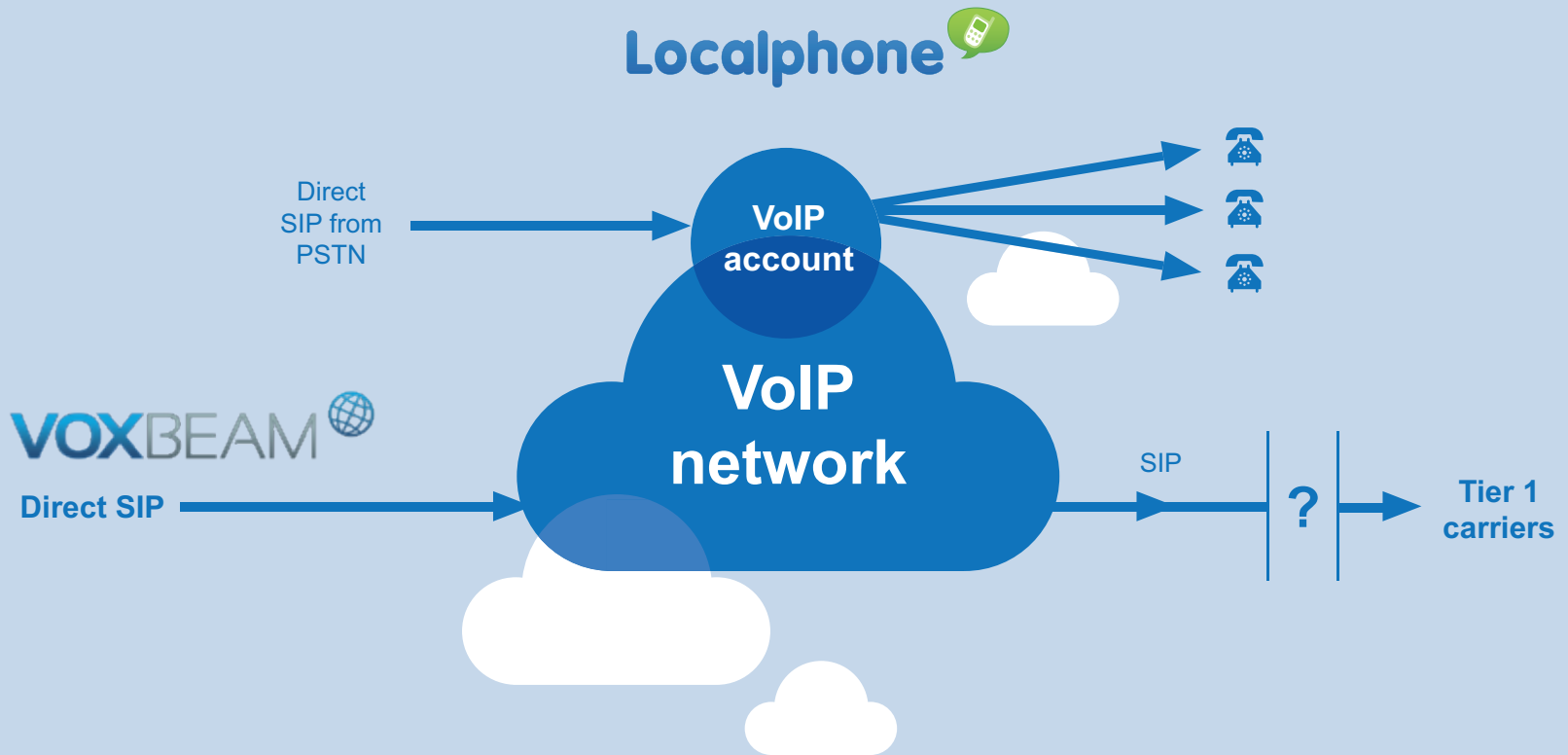
5 years ago – business.



5 years ago – residential.

- PSTN
- Cell/mobile
- Instant messenger
- No VoIP

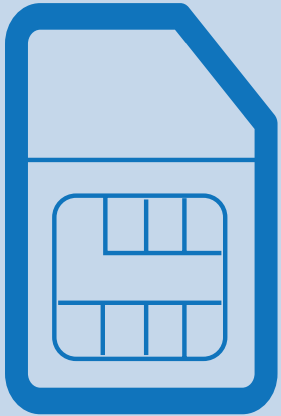
Localphone 5 years ago.



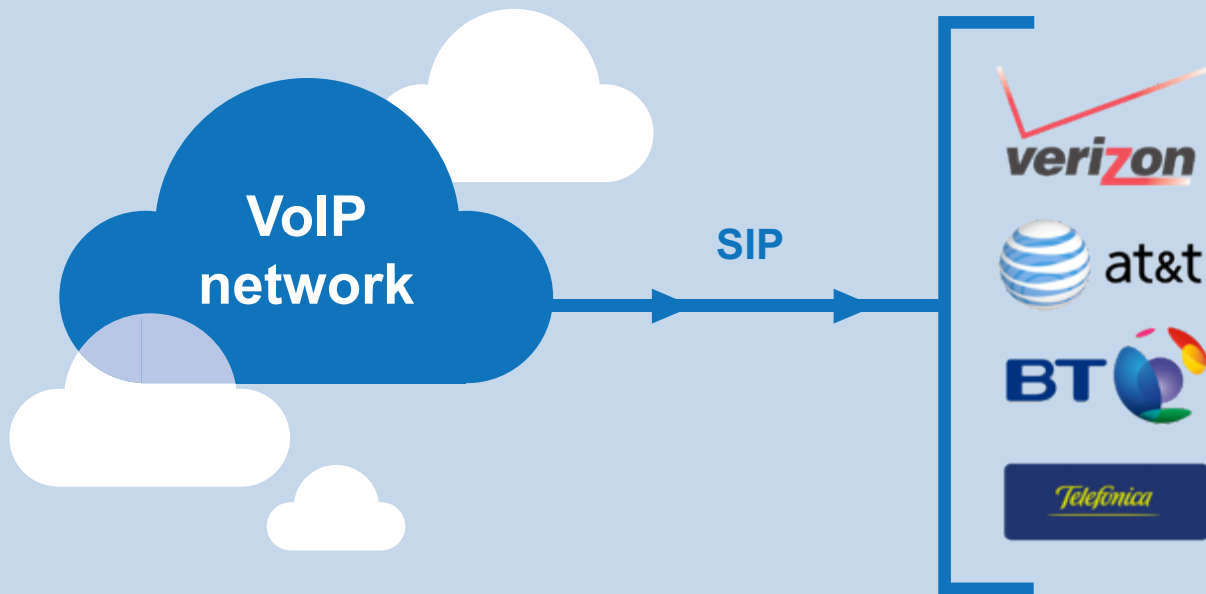
Change1 – iPhone and Android apps.



Change2 – Data everywhere.

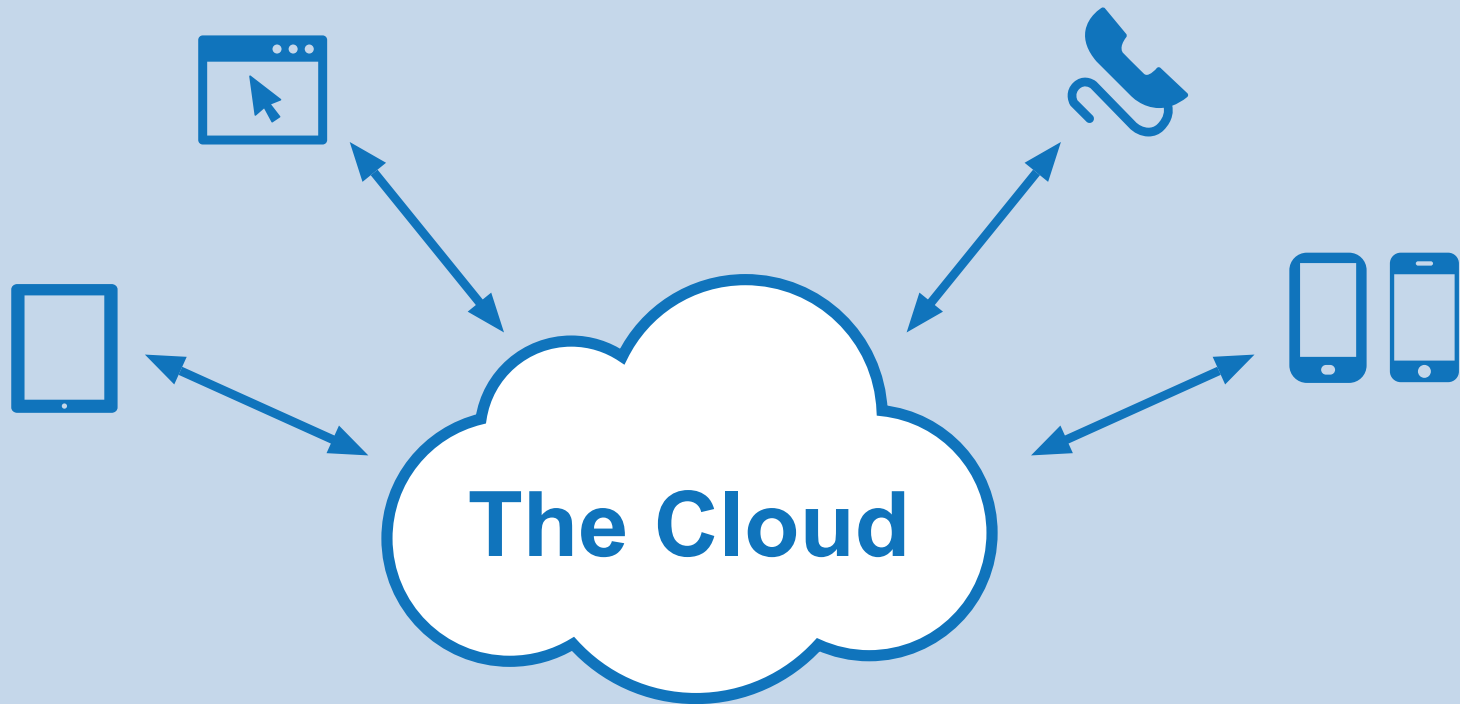


Change3 – Tier 1 SIP Trunking.



Part 2: The Present

Business – Unified Communications.

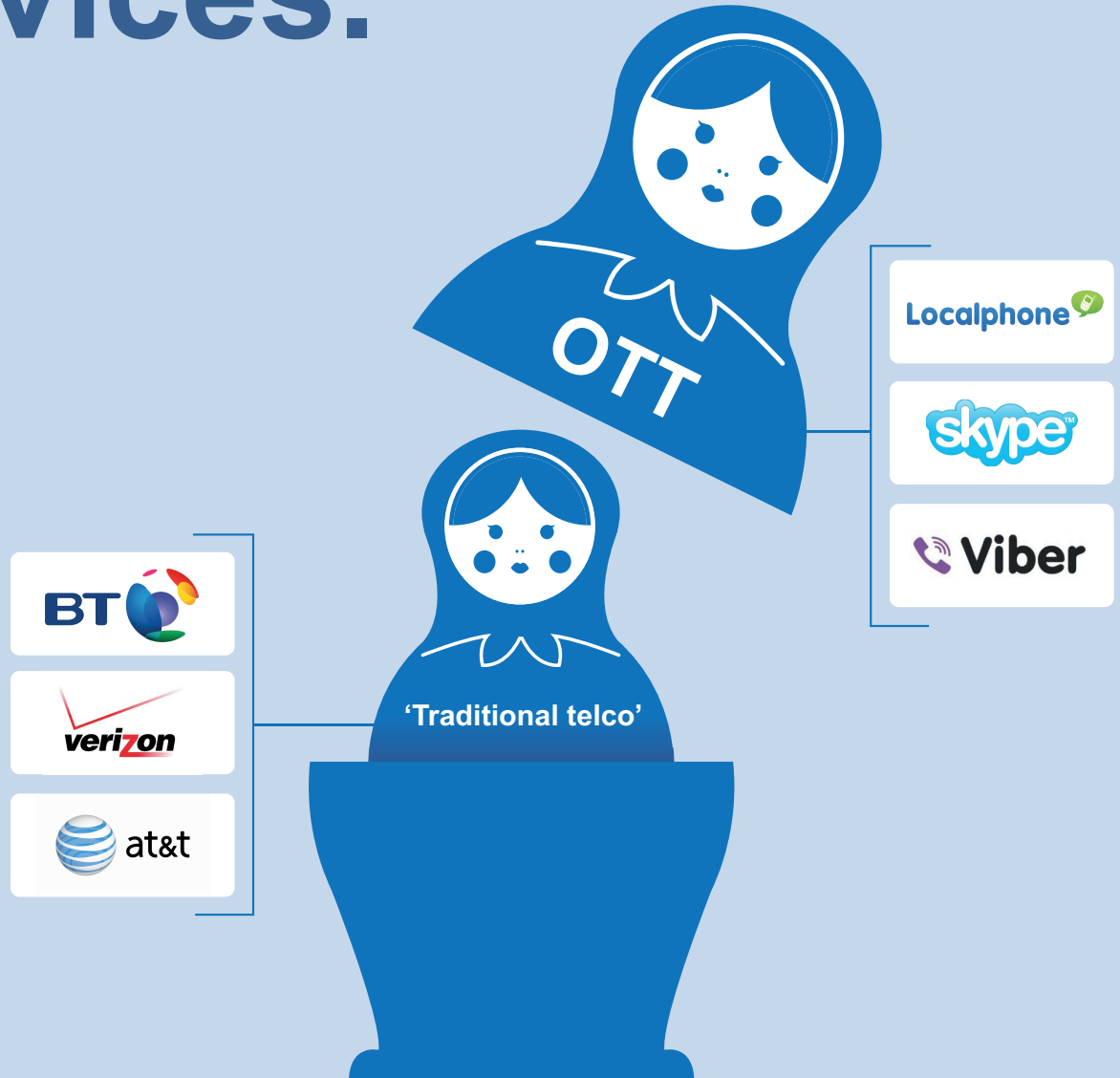




at&t



OTT Services.



Traditional Network.

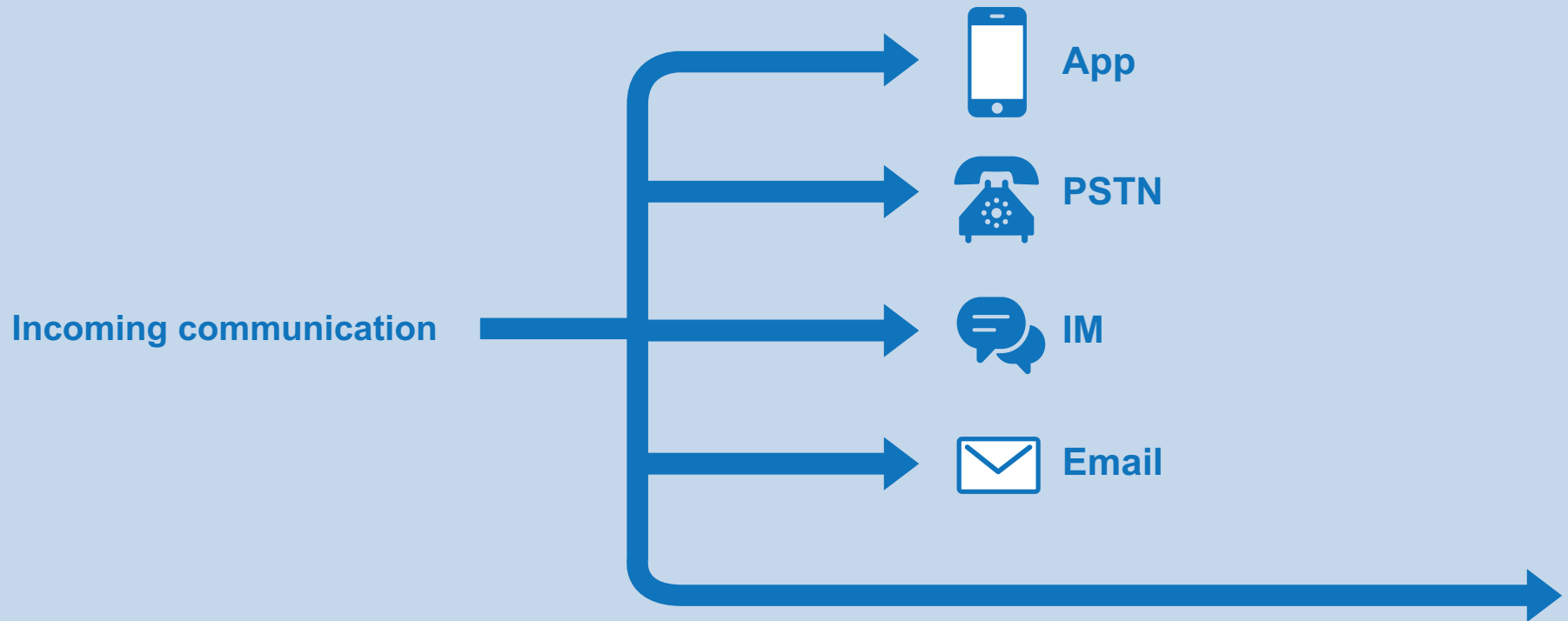
Incoming communication



PSTN



OTT Network



The Localphone app.



Standard features:

The Localphone app.



Standard features:
✓ Android & iPhone

The Localphone app.



Standard features:

- ✓ Android & iPhone
- ✓ Contact list

The Localphone app.



Standard features:

- ✓ **Android & iPhone**
- ✓ **Contact list**
- ✓ **SMS**

The Localphone app.

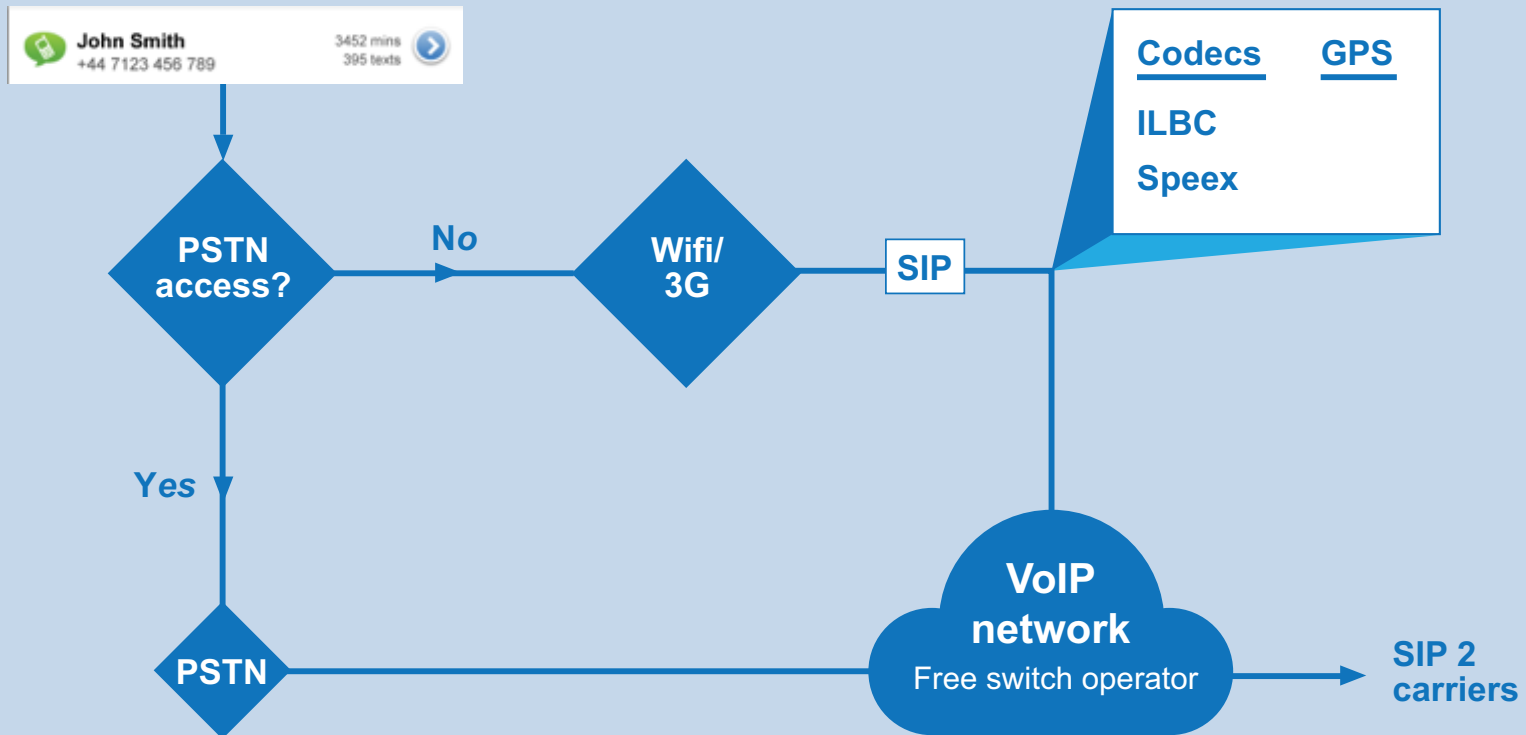


Standard features:

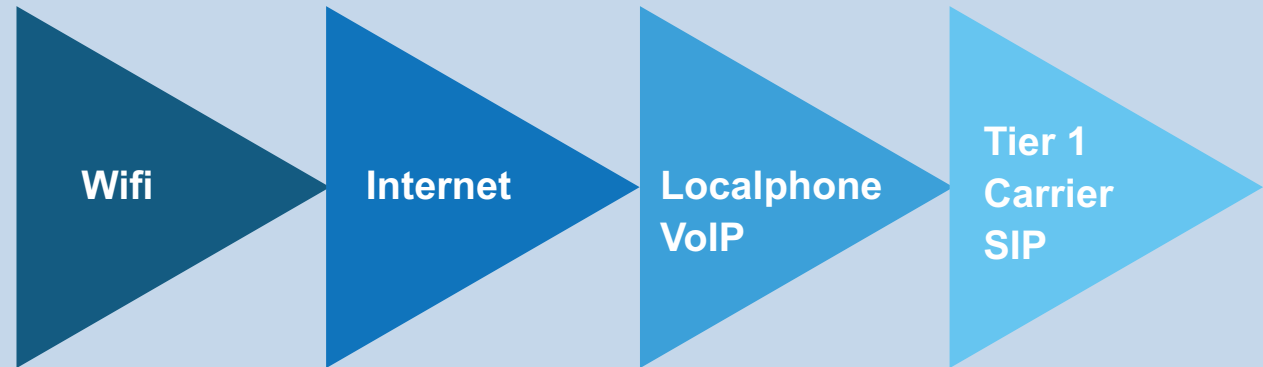
- ✓ Android & iPhone
- ✓ Contact list
- ✓ SMS
- ✓ Make calls

The Localphone app.

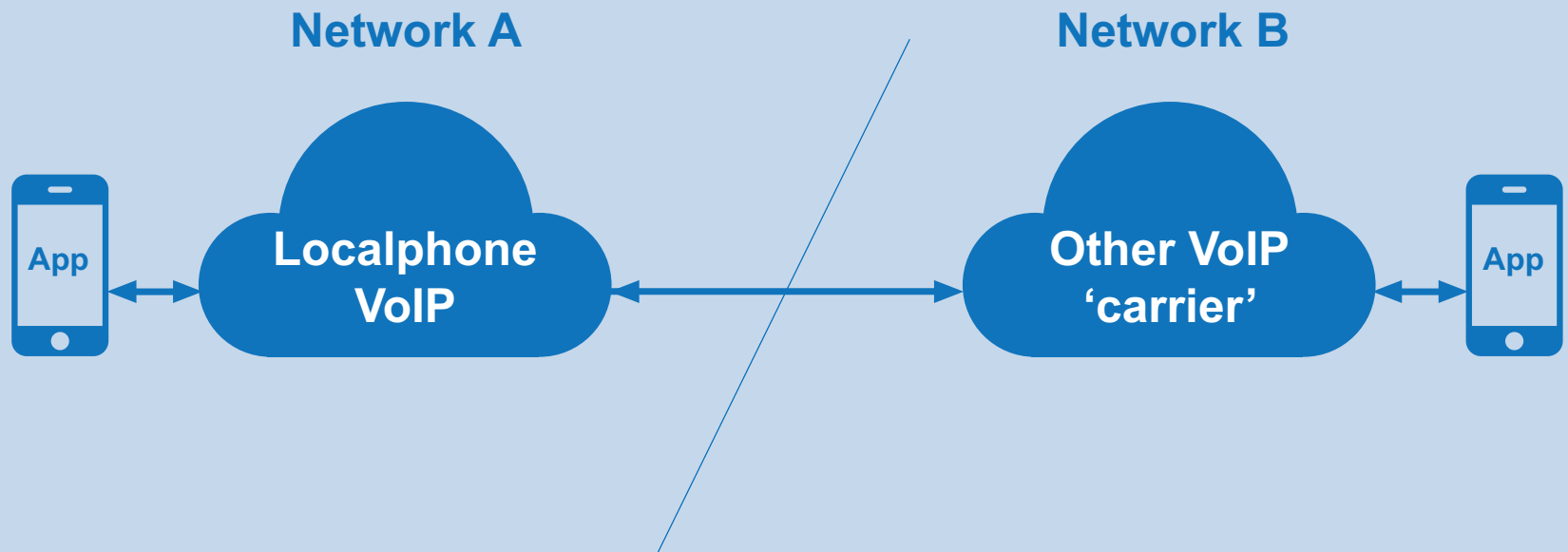
Extra features:



The Localphone app – 100% VoIP.



The Localphone app – Next steps.



Cutting the PSTN Out

- Still reliant on PSTN into VoIP network
 - VoIP cheaper – no interconnect/CABs
 - VoIP higher quality
 - VoIP allows “OTT” functions
- Ideal is for contacts, not numbers
- But... PSTN still has huge usage
 - Small businesses
 - Consumers with no interest in smartphones or the internet

Solution...



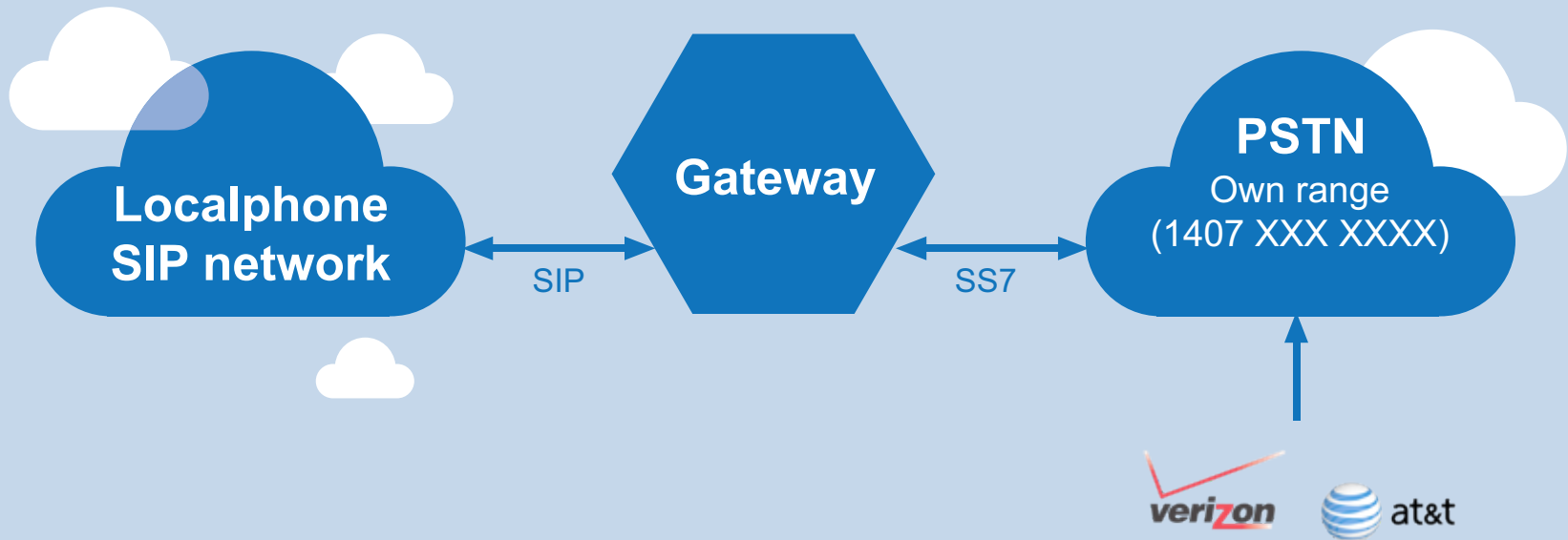
**To know your Enemy,
you must become
your Enemy.**

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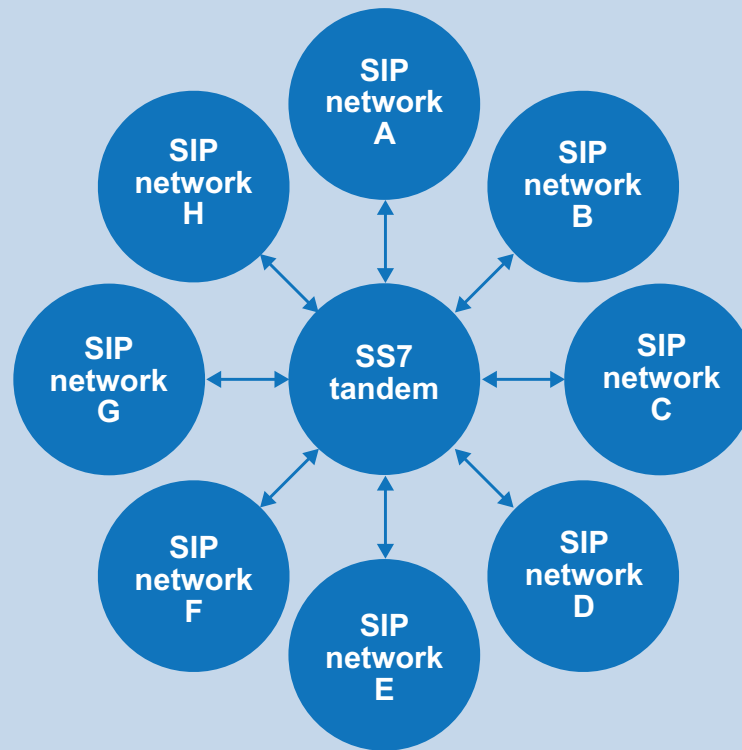
Sun Tzu, The Art of War



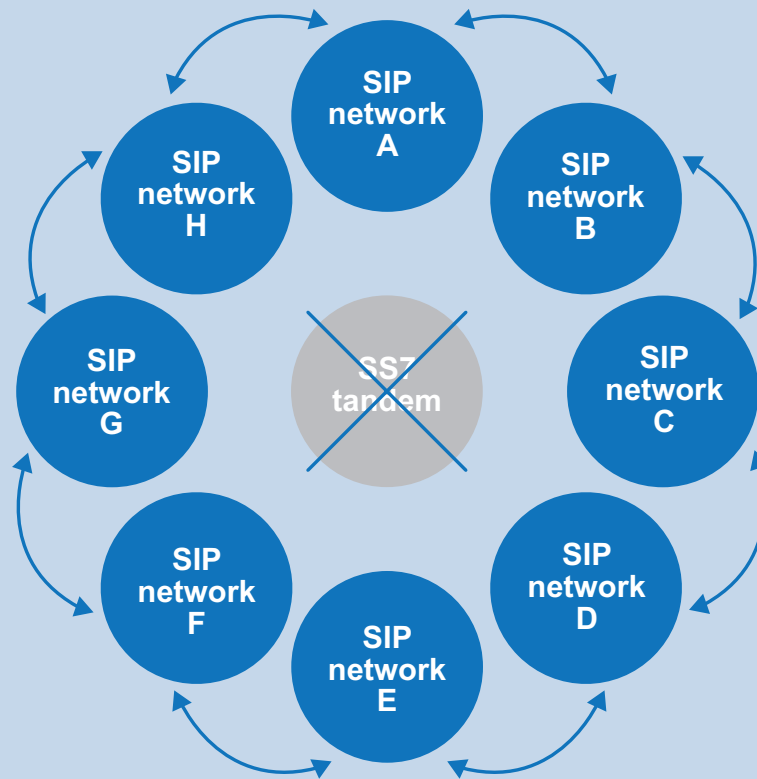
Removing PSTN from within!



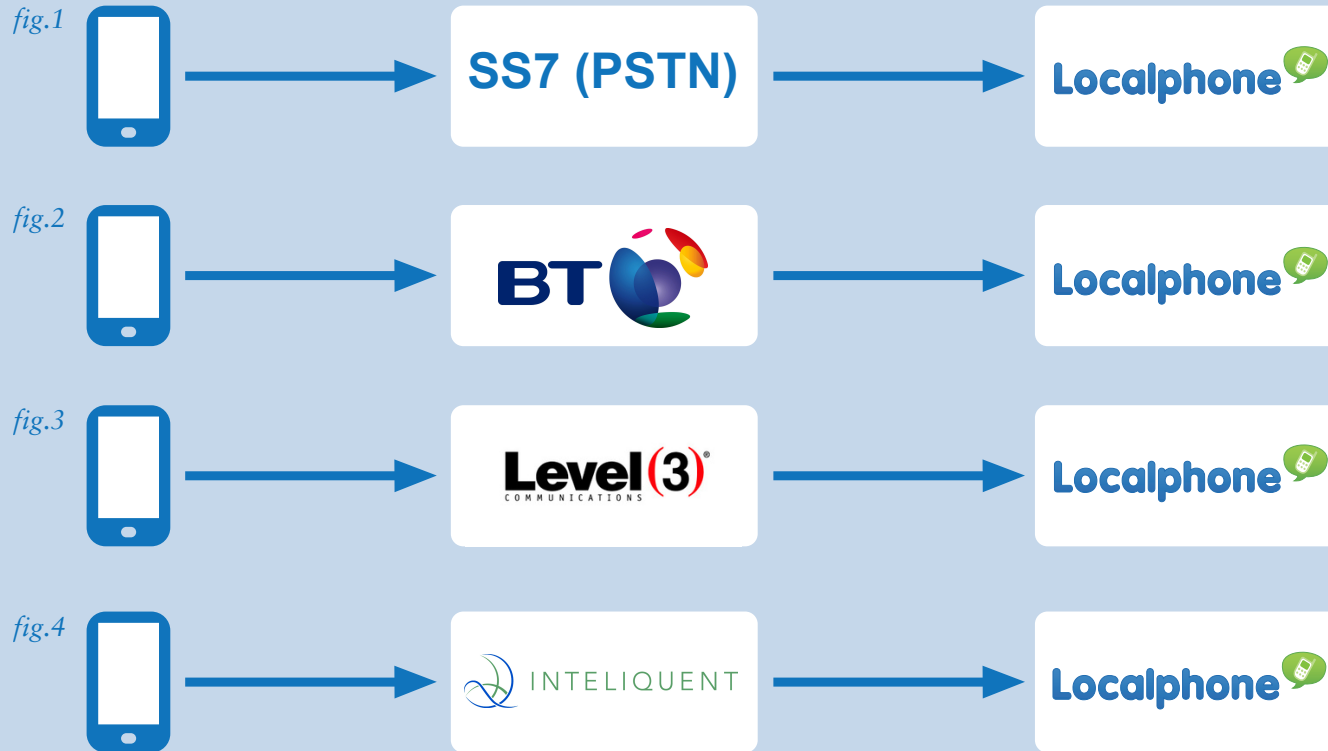
Removing PSTN from within!



Removing PSTN from within!



Examples.



Part 3: The Future

Conclusion.

- VoIP is all around us!
- Tier 1 carriers now behind VoIP (SIP)
- Consumers using more and more VoIP products whilst being unaware that what they are using is VoIP
- Who cares about VoIP
 - I do!
 - We do!
 - End users don't!

Thank you.

Thank you. Any questions?

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