

# VOIPFUTURE

VOIPFUTURE: Recipient of the  
2010 Global VoIP Service Assurance  
Emerging Company of the Year Award



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*“We accelerate growth.”*

# 2010 GLOBAL VOIP SERVICE ASSURANCE EMERGING COMPANY OF THE YEAR AWARD

## Award Recipient: VOIPFUTURE

### Award Description

The Frost & Sullivan Award for Emerging Company of the Year is presented each year to the company that has emerged as a significant participant within its industry. This company is perceived to have exhibited outstanding management, superior market growth, exceptional customer service and the ability to combine technology and successful strategic initiatives. This company has the exceptional know-how to take advantage of market changes through the execution of innovative strategies within the existing competitive landscape.

### Research Methodology

In order to select the Award recipient, analysts quantify several market factors for each market participant according to predetermined criteria, paying close attention to their combined operations efforts. This process includes interviews with market participants, customers, and suppliers, along with extensive secondary and technology research. The companies' efforts are then analyzed based on the number of new customers, new segments, and commitment to business expansion coupled with market growth.

### Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Proof of success executing a restructuring strategy
- New market penetration (geographic, product, etc.)
- Marketing, promotion, and visibility of the company
- Degree of strategy innovation
- Technological innovation and leadership
- Increased name recognition
- Revenue and market share growth

## EMERGING COMPANY OF THE YEAR AWARD VOIP SERVICE ASSURANCE GLOBAL 2010

### KEY INDUSTRY CHALLENGES

The service assurance market offers tremendous revenue potential to vendors. However, there are a number of challenges that need to be overcome in order to succeed in this competitive and highly fragmented market. Keeping up with new technologies is one of the key challenges service assurance vendors experience, especially emerging market participants, due to their limited bandwidth. Given the large number of network technologies available today, service assurance vendors face the daunting tasks of ensuring that their solutions support the breadth of technologies required to meet the monitoring and management needs of a given call or session, end-to-end, across the entire network. In addition, educating potential customers about the benefits of new and innovative service assurance solutions, their operation within an existing network and illustrating the value added nature of these solutions is a challenge for vendors and more so for small market participants. Proofs of concept, pilot projects, trade show attendance, and explaining how a solution operates have proven to be successful means to overcome this challenge.

### BEST PRACTICE AWARD ANALYSIS

The Decision Support Matrix, shown in Chart 1, illustrates the relative importance of each criterion for the Entrepreneurial Company of the Year Award and the ratings for each company under evaluation. To remain unbiased while also protecting the interests of the other organizations reviewed, we have chosen to refer to the other key players as Competitor 1 and Competitor 2.

Decision Support Matrix for  
Entrepreneurial Company of the Year Award

<i>Measurement of 1-10 (1 = lowest; 10 = highest)</i>	<b>Award Criteria</b>					
	Growth Strategy Excellence	New Market Penetration	Degree of Technological Innovation	Leadership in Customer Value	Speed of Response to Market Needs	<b>Weighted Rating</b>
<b>Relative Weight (%)</b>	20%	20%	20%	20%	20%	100%
VOIPFUTURE	9.0	9.5	9.5	9.5	9.5	9.4
Competitor 1	8.5	8.5	8.5	9.0	8.5	8.6
Competitor 2	8.0	8.0	7.5	8.0	8.0	7.9

## **Criterion 1: Growth Strategy Excellence**

VOIPFUTURE, a very promising company in the Voice over Internet Protocol (VoIP) service assurance market, is carving a niche for itself by undertaking a new approach to service assurance, taking Real-time Transport Protocol (RTP) flow analysis as a base to bring value to RTP monitoring. This company is the first to identify this area as a dedicated field, separate from the other existing areas of monitoring.

Starting in 2007, being new and small in size, VOIPFUTURE had to prove its technical competence and the corresponding value it had promised to deliver to its prospective customers, which are large telecom operators. In order to validate its claims regarding its technology, the company spent the entire 2009 creating proof of concepts and pilot projects, with revenue structures that deliver value to VOIPFUTURE's prospective customers. Based on this, the company became aggressive and more active implementing new marketing initiatives, increasing appearances in exhibitions and trade shows, and engaging in new partnerships. The main goal of VOIPFUTURE's strategy is to make Tier 1 and 2 telecom carriers and other prospective clients aware of the company's unique technology and solutions, and to educate them about the benefits of its product offering. The company is focusing on developing relationships with partners that are already established in the market to reach the most customers. Some of its well-known sales and technology partners are Nokia Siemens Networks, Ascom, and NACT. VOIPFUTURE looks to leverage the huge sales force of its partners to market its products. Moreover, the company's CEO and marketing-sales manager are time-tested industry veterans who leverage their knowledge and contacts to identify and open up new projects.

## **Criterion 2: New Market Penetration**

Given the fact that the company was founded in 2007, the above mentioned strategies have served well for VOIPFUTURE's geographic expansion. The company has worked on projects across various geographies, such as the United States, Germany, Sweden, Hungary, South Africa and several countries in the Asia Pacific region among others. As a result, Vodafone, Siemens, Nokia-Siemens Networks, UniCredit Global Information Services, WCGS, intellicom, ECN, VoIPMonster, Alice, and ZIGGO are among VOIPFUTURE's customers. The company is also in the process of closing a number of additional significant projects in the USA, and several Asia Pacific and European countries in 2010. VOIPFUTURE is expected to see its revenues total 5 times its revenues of 2009.

## **Criterion 3: Degree of Technological Innovation**

VOIPFUTURE's Smart RTP Monitoring Probe provides passive, non-intrusive full line rate monitoring and analysis of network performance in real time up to 10 Gbit/s. Its post-processing platform enables its customers to analyze the detected problems. This diagnosis covers 5 second segments of all call streams generating a detailed report that identifies overall network problems as well as a drill down analysis into specific areas with a very high level of accuracy. For example, in the case of a major telecom carrier, it was observed that while their own in-house analysis platforms were showing that a number of calls were of good quality, VOIPFUTURE's tools brought forward detailed and precise data regarding impairment levels in the service. When customers were contacted to verify this information, VOIPFUTURE's version of voice quality and network performance analysis was vindicated. The company's tools are able to provide the most accurate picture of network and service impairment levels, that even existing tools of leading service assurance vendors fail to do.

## **Criterion 4: Leadership in Customer Value**

VOIPFUTURE's RTP monitoring and analysis solution is the missing link in customer experience management. By successfully identifying impairments, VOIPFUTURE's solution leads to increased application performance and quality optimization by 10-15 percent for service providers and enterprise customers.

By monitoring the networks, analyzing network performance, the system is able to detect and identify even the smallest impairments in the VoIP service. The company has developed a voice evaluation algorithm (patent pending) that it uses to draw out highly accurate and detailed information regarding voice quality. Telecom operators are then able to identify the exact affected parts of the networks during high load conditions, and take prompt actions regarding upgrading infrastructures, such as routers or Central Processing Units (CPUs). In addition, the customer care departments of these operators can utilize the system to verify whether a complaint is genuine and pass on the information to the appropriate department to serve the customer. These features ensure that operators guarantee a high level of service so that they can charge a premium for it. From real time monitoring and analysis, constant network health check, to service monitoring according to service level agreements (SLAs), VOIPFUTURE's tools help service providers optimize their performance and increase customer satisfaction levels. As a result, they are able to not only retain customers but also grow their subscriber base

### Criterion 5: Speed of Response to Market Needs

In spite of the company's size, VOIPFUTURE is investing into cutting-edge technology and creating effective solutions that not only meet but exceed current and future needs of their customers. The company has talented engineers that are in tune with the dynamic nature of the service assurance market and work to identify the unmet needs of customers proactively. VOIPFUTURE works closely with their customers on product upgrades and is quick to respond to market needs with effective, feature-rich solutions within a matter of a few weeks, and sometimes months, depending on the issue. Their growing customer base and an increasing global footprint proves that VOIPFUTURE's solution is a 'must have'.

### About VOIPFUTURE

VOIPFUTURE is a provider of connection quality RTP monitoring solutions that has been making inroads in the VoIP service assurance market. The Siemens-spinoff caters to telecom carriers, system integrators, service providers and large enterprises. Established in 2007, the company's headquarters are located in Hamburg, Germany. Its executive team consists of highly experienced senior experts and managers. VOIPFUTURE receives strong support by its lead investor Hasso Plattner Ventures. For more information on the company, please visit <http://www.VOIPFUTURE.com/>



### About Frost & Sullivan

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