



**SANG\*MA**  
Corporate Brochure

# Who is Sangoma?



Founded in 1984 and headquartered in Toronto, Canada, Sangoma believes all organizations should have access to powerful, affordable, innovative communications solutions from a reliable partner, and that deploying these solutions will help businesses be able to grow, connect and collaborate with its customers in exciting new ways.

## Sangoma is a trusted industry leader

in delivering cloud-based “Communications as a Service” (CaaS) solutions for businesses of all sizes. We supply SMBs to large enterprises with a product portfolio of multiple CaaS centric product lines. Our CaaS offerings are expanding and currently include:



## A fully global company,

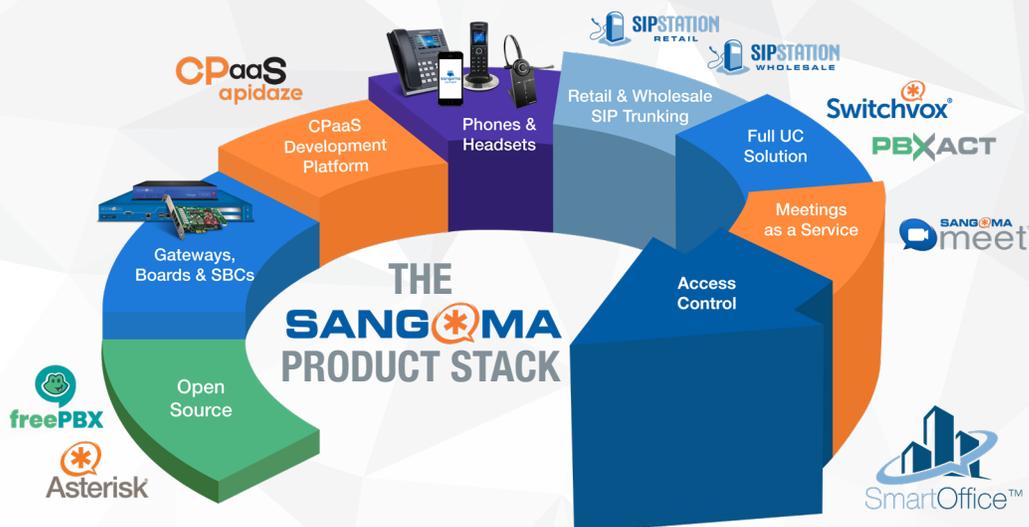
with customers in over 150 countries and employees in over 15 countries, Sangoma’s global footprint extends to over 2 million customers using our products and services in leading PBX, IVR, contact center, carrier networks, and data communication applications.

## We have also sold more than 2 Million global

UC seats through our Switchvox and PBXact products. Unique in offering both cloud and on-premise UC solutions, Sangoma can truly operate as a trusted advisor to our customers, providing them the communications solution that is best suited for their needs. And while Sangoma still supplies hardware to the VoIP industry, it has pivoted to be more of a software and services company with recurring revenues approaching 50% of total sales.

## From a financial perspective,

Sangoma has also delivered five straight years of growing revenue, to the point where we are now over \$130M in revenue.



# Sangoma's Customers

Sangoma has long been a customer-centric organization, delivering **affordable solutions** to meet industry and customer demand.



Industry Analysts Rank Sangoma  
#1 for UC Customer Satisfaction

# Sangoma's Customers

First and foremost,

the Sangoma customer has “value” at the forefront of their needs. One great way to deliver value is to drive the use of open source in a solution. Today, we are seeing organizations demand open source be a specific percentage of their deployed solutions, with these percentages rising every year. Sangoma has been at the forefront of this trend as we sponsor and drive the two largest open source communication projects in the world, Asterisk and FreePBX.

Second,

the PBX has evolved into a Unified Communications platform that enables communication in ways other than voice. Unified Communications (UC) is a natural evolution of the PBX as it combines Voice/Telephony, Unified Messaging, Mobility, Presence, Desktop Sharing, and Conferencing/Collaboration into a single integrated application. And it enables a user to switch between these modalities of communication as needed to enhance the exchange of information and ideas. The advances in the networks and the ability for applications to utilize these advances in network technology will ensure the PBX or UC platform continues to evolve beyond a “Unified Communications” center.

UC and advances in networks have also ushered in the world of mobile enterprise applications. Enabling of your “office phone number” on the smartphone or connected laptop or tablet has been a key driver for the continued growth of UC. It truly enables an office to be borderless and effectively your offices move to whenever and wherever you are. The mobile client also enables more than just access, it enables real time interaction via presence and messaging, and enhanced collaboration with other network users.

Finally,

enterprises are migrating more and more of their business systems to the cloud and the business phone system is no exception. Benefits of cloud-based business phone systems include less upfront cost, less burden on IT staff, more solution flexibility and “automatic” access to new features once they are loaded onto the cloud platform.

Sangoma has embraced all these trends and has been delivering affordable solutions to our customers so they can have the latest technologies available in the market.

Today, there are **four main trends** that are driving our solution roadmaps.



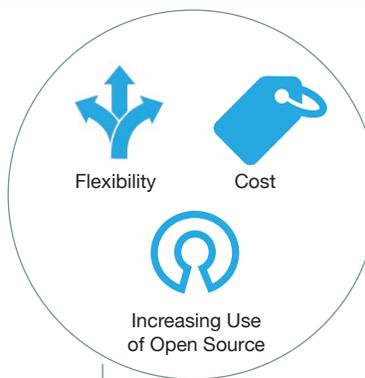
## Migration to the Cloud

New PBX/UC 2020 Sales:  
- Cloud: 18%  
- On-Premise: 82%



## Mobility

By 2022, 42% of workers will be mobile.



## Value-Based Communications Systems

78% of businesses operate on open source.  
- On-Premise: 82%



## Unified Communications

Unified Communications systems increase workforce productivity by 52% and efficiency by 45%



## Proof of Capabilities

When it comes to validating the performance, reliability, and value of a Sangoma solution, we have the stamp of approval from industry analysts. Sangoma has consistently been recognized for being the best value in Unified Communications for SMBs, and we have received numerous awards for product innovation. For true validation of our products and services, it is our customers who can best testify to Sangoma's credibility.



"Partnering with Sangoma has enabled us to offer a truly unique and flexible range of solutions to the UK channel, **which are proving to be extremely successful.**"

Darren Garland  
MANAGING DIRECTOR



"When we see people who are **interested in innovation**, who do development or software people, they immediately get it and **see the value.**"

Corey McFadden  
PRESIDENT,  
VONETO



"**Sangoma's products are designed to help you make more money**, much more so than an off-the-shelf system. They integrate well with other software and can be customized to fit any call center environment."

Jan Heering  
OPERATIONS MANAGER,  
NSS



"**We recommend other educational institutions to consider Asterisk solutions**, in particular Sangoma, because they are very reliable, and the products have shown a high level of maturity in practice."

IT Staff  
CINVESTAV NATIONAL  
POLYTECHNIC INSTITUTE



## Target Markets



### SMBS and Enterprises

Sangoma is a leader in offering value-based “as a service” communication solutions that provide SMBs and enterprises the functionality they need to run their business. Delivering industry-leading quality at price points that maximize customers’ return on investment, we offer businesses of all sizes affordable cloud-based and on-premise Unified Communications systems with enterprise-caliber features.



### Developers and System Integrators

Sangoma enables developers to design their own telephony applications with open source and commercial API toolkits and provides the key components for IP PBX, IVR, and UC solutions, as well as the hardware and software needed to connect disparate networks and devices. These building block “engines” are the foundation that the Sangoma developer/integrator community uses to build world-class solutions for both enterprises and service providers.



### Service Providers

The service provider market demands an integrated level of scalability, interoperability, hardening, and security beyond that of even a mission critical enterprise implementation. Sangoma understands that service providers deliver a myriad of value-added services to subscribers and enterprises, while reliably connecting voice and data traffic with other networks. Depending on the infrastructure required, Sangoma has been selling both directly to service providers and through partnerships with valued-added solution providers (who sell to both the wireless and wireline service provider markets) for over 25 years.

# Sangoma Products and Services

Sangoma offers complete, affordable Business Communication solutions for businesses of all sizes. Our customers purchase Sangoma because of the superior value our products offer. For example, all UC productivity enhancing features and advanced collaboration functionality are available for a single, easy-to-understand price.





## Services

### Unified Communications as a Service

Sangoma's Unified Communication systems enable remote work and work from home very efficiently. With both a smartphone and desktop app, you can make and receive phone calls using your business phone number wherever you are. Sangoma's UCaaS solutions also come with advanced features such as presence/chat, conferencing, mobility, and desktop integration to further enable remote working. UC solutions from Sangoma can be deployed on-premise or hosted in the Cloud, allowing businesses to select the best option for their needs.

Sangoma's UCaaS systems also come with many contact center features small businesses might need, such as music on hold, callback when available, call queues, having inbound callers hang-up while in queue and still retain their position in line, built-in queue priority so specific customers can be prioritized above others in the queue, automated appointment reminders allowing your team to schedule calls and allowing recipients to confirm, cancel or reschedule, and routing rules (such as time of day routing or department routing). These all-important call center or contact center features enable better customer service and even make the small business look bigger to the outside world.

Sangoma also offers a complete line of phones, headsets, mobile and desktop clients, and network integration products that fully integrate with our UCaaS services to provide a truly interoperable experience, all from a single vendor.



# UCaaS

**Unified  
Communication  
as a Service**

### Trunking as a Service

SIP trunks deliver Internet-based telephony services to businesses using their existing internet connection, eliminating the need for separate traditional PSTN or digital telecom connections. Sangoma offers both retail and wholesale SIP Trunking which allows our customers to choose the service that best meets their needs. Either service offers DIDs and number porting.

#### Retail SIP Trunking

Retail SIP trunking offers predictable monthly expenses with pricing based per trunk. SIPStation Retail, Sangoma's retail SIP trunking service, is seamlessly integrated into our various UC platforms, making it easy to get up and running. It also includes an integrated fax service option, enabling a business to send and receive faxes from a web interface or from a local fax machine. Typically, small to mid-sized businesses and enterprises would utilize this type of service.

#### Wholesale SIP Trunking

SIPStation Wholesale, Sangoma's wholesale SIP trunking offer is now available following the recent acquisition of VoIP Innovations. Pricing for wholesale SIP trunking is usage-based but with a larger monthly minimum commitment. This includes origination, termination, SMS/MMS, e911, and fraud mitigation. Typically, very large businesses or service providers who resell SIP trunks would utilize this type of service.



# TaaS

**Trunking  
as a Service**

## Meetings as a Service

Video meeting services have become increasingly popular due to the growth of remote working. Sangoma Meet is a video conferencing, meeting and collaboration service that enables anyone to start a video conference of up to 50 video participants on any device they want. Sangoma Meet also enables file sharing on screen, integrates seamlessly with your calendar and enables PSTN phone calls. Collaborate with co-workers on projects, keep in touch with your whole family, share some face-time with your team or meet their family and pets and feel like you're there with them. Just go to [meet.sangoma.com](http://meet.sangoma.com) and get started!

## Communications Platform as a Service

Communications Platform as a Service (CPaaS) offerings allow developers to easily add real-time communication features such as voice, video, chat, and SMS, to websites or applications that previously did not have communications capability, all via the cloud. Sangoma's CPaaS platform enables customers to build new communications services based on voice, rest APIs, WebRTC, and SMS. When running an application on a CPaaS platform, performance is critical since API accessing is done remotely. To ensure peak performance, Sangoma offers its own SIP trunking service, thus offering the best bandwidth possible in addition to easy access to phone numbers.

## Fax as a Service

Faxing remains an important communications tool, yet IP networks such as the internet are sometimes unable to send faxes reliably because fax standards are based on very specific timing that was reliable on the PSTN. Sangoma's Fax over IP service (FAXStation) is a cloud-based service that operates in concert with Sangoma's fax-server data center to encrypt and package the fax communication for the IP network. It includes the ability to do store-and-forward therefore making the service very reliable. FAXStation is one of the very few services that support traditional fax machines in addition to faxing from your computer.

## Access Control as a Service

Sangoma offers Cloud Services that go beyond traditional voice, video & collaboration. Sangoma SmartOffice™ Access is an easy to use, office automation solution for SMBs that unifies business communication with Access Control in the Cloud (ACaaS). Sangoma SmartOffice Access leverages Sangoma's business communication systems and cloud expertise, bringing the power of advanced Access Control to your smartphone, enabling you to use your smartphone for contactless entry into a building. Sangoma SmartOffice also uses advanced wireless IoT technologies to communicate with many existing door strikes, mag locks and door readers as well, so existing access infrastructure can be used.

## Device as a Service

Sangoma customers now have the option to lease/rent our "Products" if they are utilizing other Sangoma cloud-based "as a Service" offerings such as UCaaS or TaaS. Devices, such as deskphones, headsets, cordless phones, gateways/SBCs, etc. are eligible.



**MaaS**

**Meetings**  
as a Service



**CPaaS**

**Communication**  
**Platforms**  
as a Service



**FaaS**

**Fax**  
as a Service



**ACaaS**

**Access**  
**Control**  
as a Service



**DaaS**

**Devices**  
as a Service



## Products

Sangoma offers a suite of complementary products in addition to our CaaS offerings. We also offer on-premise UC systems and end-points such as deskphones and headsets that integrate with both our on-prem and cloud UC systems, network connectivity products to enable a secure connection to outside networks, and open source software.

### On-Premise Unified Communication Systems

For businesses needing scalability, control, and customization from an affordable phone system loaded with advanced Unified Communications features, then on-premise is the answer. Whether deployed on a dedicated appliance equipped with state-of-the-art technology or in a virtual environment, Sangoma provides the power and connectivity necessary for any organization. Sangoma also offers a complete line of phones, headsets, mobile and desktop clients, and network integration products that fully integrate with our on-premise solutions to provide a truly interoperable experience, all from a single vendor.

### IP Phones, Headsets and UC Client Software

Sangoma provides deskphones and softphones that integrate seamlessly with our UC and UCaaS offerings to deliver unified communications features (calling, presence, chat, conferencing, file sharing, etc.) from a single application, on any device, at any location.

#### IP Phones

Sangoma offers a full line of phones that work with both our cloud and on-premise systems. The product line includes entry-level, mid-range, and executive-level phones that are perfect for every user type, from casual to call center to managers and executives. All models include HDVoice and plug-and-play deployment. Sangoma's range of IP phones are customized to seamlessly integrate with all of our UC systems and provide zero touch installation, simplified system management, and instant access to a wide range of features.



#### Headsets

Sangoma also offers heads that either work in conjunction with the desktop phones (by plugging into the phone) or work in conjunction with our softphone (by plugging directly into the computer). These headsets enable roaming of up to 325 feet from the phone or desk computer.

#### UC Client Softphones

Sangoma provides desktop and smartphone softphone collaboration clients that integrate seamlessly with our UC solution offerings and deliver UC features (presence, contacts, chat, calling, file sharing and audio and video conferencing, etc.) from a single application, on any device, at any location. They are available as an app for your smartphone or as software to be installed on your computer. Sangoma's UC client softphones go well beyond traditional phone type functionality by enabling true collaboration capability. These UC clients have enabled employees to work remote seamlessly by enabling phone calls to customers and other employees as if they were in a physical office. Sangoma offers UC clients with all of our Unified Communication business phone system product lines.

# Network Connectivity

Video meeting services have become increasingly popular due to the growth of remote working. Sangoma Meet is a video conferencing, meeting and collaboration service that enables anyone to start a video conference of up to 50 video participants on any device they want. Sangoma Meet also enables file sharing on screen, integrates seamlessly with your calendar and enables PSTN phone calls. Collaborate with co-workers on projects, keep in touch with your whole family, share some face-time with your team or meet their family and pets and feel like you're there with them. Just go to [meet.sangoma.com](http://meet.sangoma.com) and get started!



## Session Border Controllers

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## VoIP Gateways

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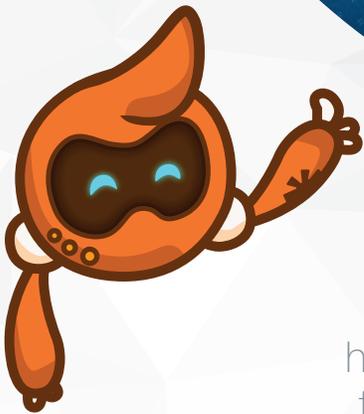


## Telephony Cards

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# Open Source Communication Platforms

As the primary developer and sponsor of both the Asterisk project and the FreePBX project, Sangoma is the **largest open source communications company in the world.**



**Asterisk** and **FreePBX** are used in **over 220 countries and territories** and have been **deployed on millions of servers** for businesses ranging from one-man shops to multinational corporations.



# Sangoma offers

a suite of products and services to extend the power of Asterisk and FreePBX, including SIP trunking, advanced auto-provisioned office telephones, a full range of interconnection hardware, and a cloud platform enabling developers to add secure live voice, video, and messaging communications to their web and mobile apps



## freePBX

FreePBX is the world's most widely used open source PBX software. It is an all-in-one IP PBX that is completely free to download and install and includes all the basic elements needed to build a phone system. FreePBX is supported by Sangoma developers and by a global community of enthusiasts. It is controlled by a fully featured web-based GUI, making it very easy to deploy and use.



### Tango

FreePBX Mascot



## Asterisk®

Asterisk is the world's most widely used open source framework for building communications applications. Asterisk essentially turns an ordinary computer into a communications server. Asterisk powers IP PBX systems, VoIP gateways, conference servers, and other custom solutions. It is used by small and large businesses, contact centers, carriers, and government agencies, worldwide.



### Kit

Asterisk Mascot



6+ Million Servers  
Estimated Deployed



25 Million  
Asterisk Downloads



20,000 FreePBX Distro  
Installs Per Month

## AstriCon®

Dedicated Users Event  
and Industry Conference



## Technology Overview

Sangoma owns a unique spot in the CaaS space.

Sangoma owns a unique spot in the CaaS space. When looking at the elements of a cloud-based communications system, what we'll call the enterprise communications stack, a few key elements stand out. These are:



- Ability to Connect to the Outside World
- Ability to Connect to Your Internal System
- Devices Used to Communicate
- Having Applications That You Use
- The Ability to Create Additional Applications
- A Communications Platform to Run These On

### What Sangoma has to offer

When looking at what Sangoma has to offer with respect to this enterprise communications stack, no one in the industry owns as many elements of the stack as Sangoma. We have our own of the most popular user devices, we offer a variety of carrier services to the outside world, we have our own UC applications and application creation environment to easily augment our offer, and a variety of UC platforms, with the ability to add new functionality to that platform.

### Sangoma Technologies



#### Carrier Services to Outside World

*Retail and Wholesale SIP Trunking and other carrier services*



#### Application Creation and Platform Service

*Apidaze CPaaS*



#### Cloud Resources

*Computing and Storage*



#### UC Applications

*Switchvox Traditional Telecom (IVR, VM, Text, Fax, etc.) and Contact Center, Zulu IM and Collab*



#### UC and PBX Platform

*Switchvox, Asterisk, FreePBX, Media Transcoding and Signaling Interworking (Netborder SBC), Message Broker/Policy/Router, Text, Fax, Voice, Video, etc.*



#### User Devices

*Phones, Clients, Headsets, etc.*

This means a few things to you **as a user:**

- A minimum of interoperability issues
- A single vendor to call for support issues
- The ability to add future innovations to your current deployed solution

### Third Party



CRM and Billing



Applications



Devices

# What's Next for Sangoma?



Sangoma believes all organizations should have **access to powerful, affordable, innovative communications solutions from a reliable partner**, and that deploying these solutions will help businesses be able to grow, connect and collaborate with its customers in exciting new ways.

That has been a core tenet of Sangoma's for quite some time.

**And it will continue to serve us well as we look to the future.**

# Looking Forward

As the world's digital landscape is becoming more intricate and intertwined, today's business communications challenges are shifting to more cloud-based and holistic solutions that combine voice, web, mobile, video, IoT, and more. We will ensure our core tenets are incorporated into our new solutions. We offer a complete portfolio of next generation Communications as a Service solutions. These include Unified Communications, IP PBX, Contact Center, Communications Platform, SIP Trunking, Fax, and Device solutions, all augmented by Sangoma's own phone and network infrastructure products.

Sangoma is **uniquely positioned for success** during this technological shift.



We hold a leadership position in the global communications development community as the **world's largest provider of open source communications solutions**.



We possess the **broadest portfolio of technology stack** which will enable us to create affordable innovative solutions.



We invest **above industry average** of revenue (almost 20%) to research and development.



We recently created Sangoma Labs which is **driving pure research to our platforms**.



We have the company scale, growth momentum and gravitas to **continue to drive forward**.

Because we are committed to products and services that recognize and fulfill the diverse needs of companies and individuals, **Sangoma looks forward to shaping the future of business communications.**



**SANG****MA**

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