(Soft) Endpoint Evolution—TAD Summit Americas
October 16, 2019
The IIT RTC Conference and Expo—IIT Hermann Hall

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Endpoints to Full UCC

Any device, any network, any platform
CounterPath: Leaders In Unified Communications

- First product launched: 2003
- Publicly traded on NASDAQ:CPAH and TSX: PATH
- Early influencer of SIP standards through IETF
- Accepted as industry standard softphone
- Track record of innovation
- Broad suite of UC applications and services
- Deep patent portfolio covering VoIP, FMC and Unified Communications
  - 20+ patents granted or pending

20M+ clients

$150+ million revenue to date

600+ Contracted customers
  each ordering at least $10,000

60+ countries
Market Endpoint Overview: The OTT Application Revolution: Incredible Opportunity for the SMB Market

Innovation

Traditional Service/CPE Caretakers

Traditional OEMs

Enterprises

SMBs

*Logos are for illustrative purposes.
From Softphone to Full UC Capabilities via “One” Interface

Vonage

British Telecom

Carriers/Operators

Next Evolution

Themes

Phone

Communicator

Operator OTT & Enterprise OTT

Key Market: SMBs

Internet OTT Disruption

5

2006

2012

2019+
Bypassing the Next Generation Disruptors To Reach The Underserved

### Legacy (Product Led)
SIP Call/Messaging >> Proprietary Collab + Hosted 1st Gen. Voice/ Messaging Offerings

- Comms as apps (e.g., voice)
- Vertically integrated
- Not 3rd party integration led
- Legacy GTM
- CounterPath a supportive role as an endpoint

### Next Generation (Services Led)
Proprietary As Much As APIs Are

- Comms as integrations (e.g., voice)
- Little vertical integration
- 3rd party integration led
- Pay as you go, what you use
- CounterPath has the same offering capability

### Threaded Comms (Services Led)
Open As Much As APIs Are Not (Closed)

- Voice, Video, Messaging, Presence and Collaboration integrated into the business workflow
  - Connectors, APIs or SDKs
- Each session is a thread of communication(s)
  - Recorded, archived
  - Very much like persistent and living communications logs

### Today

**End User Theme:** Want Full Suite of Services for Less

**End User Theme:** Want Control of the Roadmap

**End User Theme:** Want the Services to Match the Workflow

**User Management—Provisioning to User Analytics to Support Tools**

**Desktop to Mobility**

**UC + Collaboration**
How to Win?

**PLATFORM AGNOSTIC**
- Interoperability across multiple vendors, leading call servers and other services; extensive APIs
- Support and overlay any existing hosted or premise-based infrastructure

**MULTI-DEVICE SUPPORT**
- Soft endpoints must support multiple devices and operating systems, including Windows, MacOS, iOS and Android; Embrace WebRTC where it works well
- Enable seamless communications from one device to the other

**CUSTOMIZATION & CONTINUOUS INNOVATION**
- White label; customize features and interface to allow customers to implement their corporate brand and technical settings
- Technical requirements must be considered to match the workflow
- Rich roadmap with future UCC features

**SECURE SOLUTION**
- MDM/EMM ready; support for customer BYOD programs
- Signaling (TLS), media (SRTP) encryption and client management is a must
Questions?

Thank You

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