



SANG*MA

C O R P O R A T E B R O C H U R E 2 0 2 0



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.

TEN YEARS AGO,

Sangoma realized those core company tenets through being a trusted VoIP board and gateway vendor supplying the burgeoning open source telecommunications / Asterisk ecosystem. As the industry and needs of our customers continued to evolve, we knew we needed to do more to remain true to our core beliefs. As such, over the past ten years, through shrewd M&A and through creating new products that supported our vision, Sangoma grew to be a leading Unified Communications provider supplying all elements of an end to end UC portfolio.

TODAY,

Sangoma remains an industry leader in delivering Communications as a Service (CaaS) solutions for businesses of all sizes. And we supply SMBs, enterprises, service providers and OEMs with a product portfolio of multiple CaaS centric product lines.

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 1.5 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 four straight years of growing revenue, to the point where we are now approaching \$140M in revenue.





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

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%

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.



**Industry Analysts Rank Sangoma
#1 for UC Customer Satisfaction**

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





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.



TARGET MARKETS

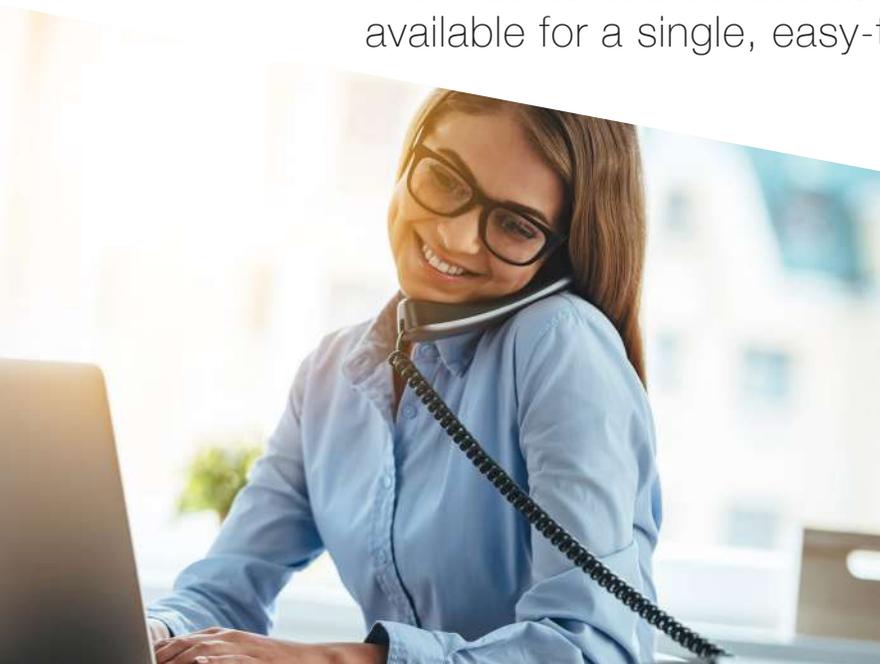


SANGOMA PRODUCTS

Sangoma offers complete, affordable Unified Communications (UC) and Contact Center (CC) 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.





UNIFIED COMMUNICATIONS AND CONTACT CENTER AS A SERVICE (UCAAS AND CCAAS)

UC and CC solutions from Sangoma can be deployed on-premise or hosted in the Cloud, allowing businesses to select the best option for their needs. From IP PBXs and phones to mobile clients and connectivity infrastructure, Sangoma's solutions fully integrate to provide a fully interoperable solution from one vendor.

CLOUD-BASED PHONE SOLUTION

Choosing a cloud-based phone solution does not have to mean sacrificing the features and flexibility of a full-scale UC solution. With Sangoma, businesses can get full contact center, mobility, call control, and productivity features included for every user at the same price. Sangoma's hosted phone service delivers the customer experience businesses demand at an affordable price point.

ON-PREMISE PHONE SOLUTION

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's product line includes entry-level, mid-range, and executive-level phones. All models include HDVoice and plug-and-play deployment. Users' productivity is enhanced with advanced built-in applications, including voicemail, call log, contacts, phone status, user presence, parking, and more.

ZULU UC SOFTPHONE COLLABORATION CLIENT

Sangoma provides desktop and softphone collaboration clients that integrate seamlessly with our UC solution offerings and deliver UC features (presence, contacts, chat, calling, audio and video conferencing, etc.) from a single application, on any device, at any location.

COMMUNICATIONS PLATFORM AS A SERVICE (CPAAS)

Communications Platform as a Service (CPaaS) allows developers to easily build services and applications using real-time communication features, such as voice, video, chat, and SMS, via the cloud. Sangoma's API-daze 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.



TRUNKING AS A SERVICE (TAAS)

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, 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

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.

DEVICE AS A SERVICE (DAAS)

With larger deals, customers have the option to rent Sangoma equipment if they are utilizing other Sangoma "as a Service" offerings, such as SIP trunking or UCaaS. Devices, such as phones or any network connectivity equipment needed to deploy a full solution, would be eligible.

MEETINGS AS A SERVICE (MAAS)

Sangoma Meet enables anyone to start a video conference of up to 50 video participants on any device they want. 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 and get started!



CONTINUED SANGOMA PRODUCTS

NETWORK CONNECTIVITY

Sangoma offers a complete line of network connectivity products including session border controllers (SBCs), VoIP gateways, and telephony cards. These enable communications solutions to connect to, and be protected from, different types of networks.

Products, ranging from two port analog cards and gateways all the way up to appliances with over 2000 channels, cover demands from the SMB, enterprise, contact center, and service provider markets.

VOIP GATEWAYS

Sangoma's Vega Gateways allow businesses to keep existing legacy infrastructure (Analog/T1/E1) while connecting to VoIP services, saving both time and money.

The IMG line of gateways, acquired from Dialogic, are carrier-specific products that enable a VoIP carrier to connect their network to the SS7 network, for up to 2016 channels each.

Simply connect Sangoma's VoIP gateways at the border between your IP network and the PSTN and tap into the benefits of VoIP.

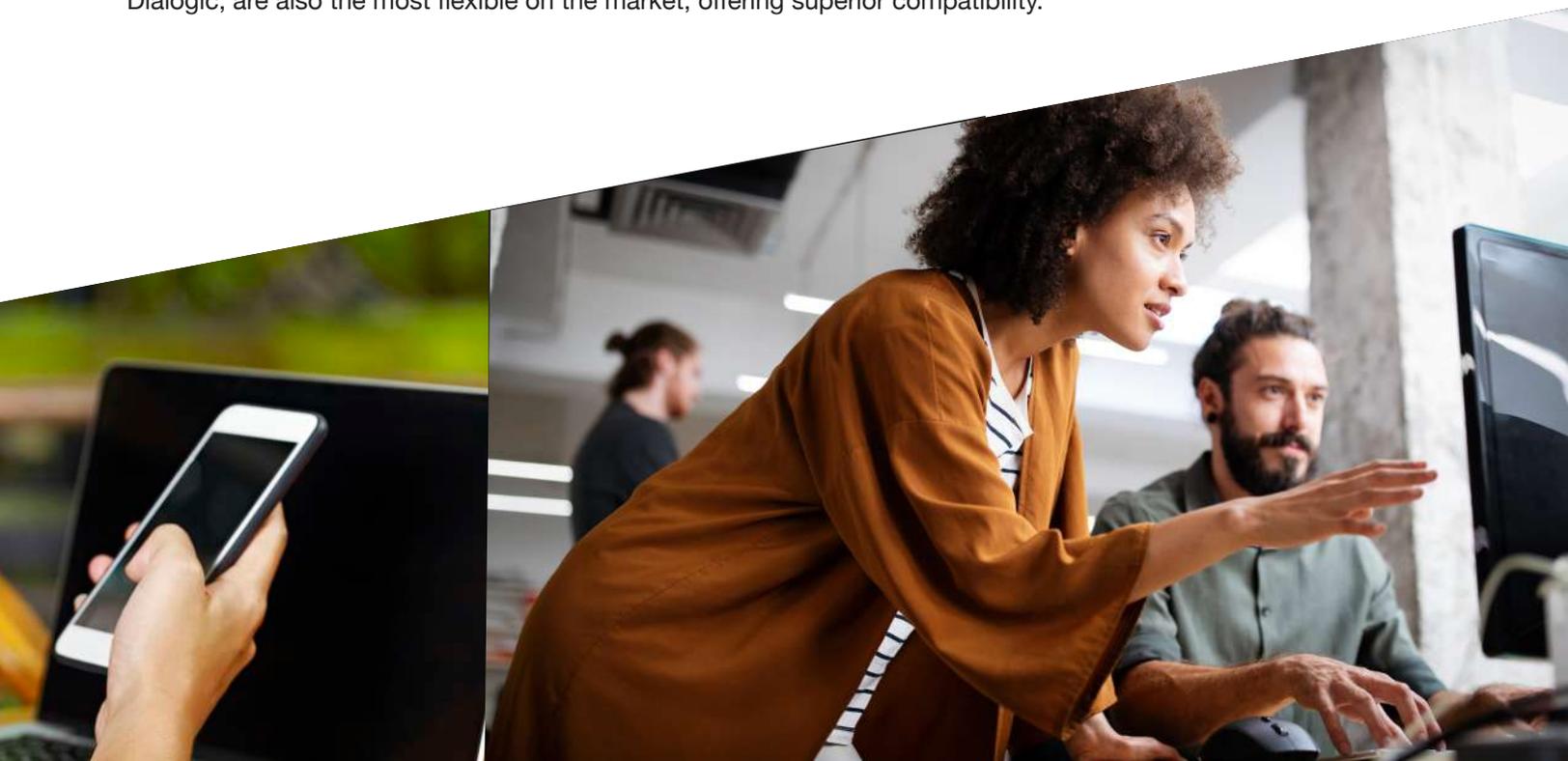
SESSION BORDER CONTROLLERS

Businesses connecting their infrastructure to a SIP trunk or VoIP connection require session border controllers (SBCs) for security, interoperability, and transcoding.

A Sangoma SBC protects both your data and voice network and is designed to handle every aspect of phone calls travelling over the internet. Sangoma's SBC portfolio also includes both software versions for hosted/virtualized environments and the ability to mix legacy PSTN interconnections for enterprise networks in transition.

TELEPHONY CARDS

Sangoma's award winning analog, E1, T1, and BRI telephony cards (or PSTN Cards) are powering the world's leading PBX, IVR, and contact center applications. These telephony cards, including the suite of boards acquired from Dialogic, are also the most flexible on the market, offering superior compatibility.



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.**

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 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.

The most popular open source IP PBX on the market to date, 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.



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.

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.

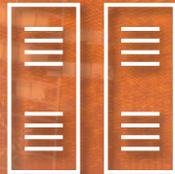


20,000
FreePBX
Distro Installs
Per Month



Asterisk®

25 Million
Asterisk Downloads



6+ Million
Servers Estimated
Deployed with
Asterisk

AstriCon

Dedicated
Asterisk Users Event
and Industry
Conference

TECHNOLOGY OVERVIEW

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**

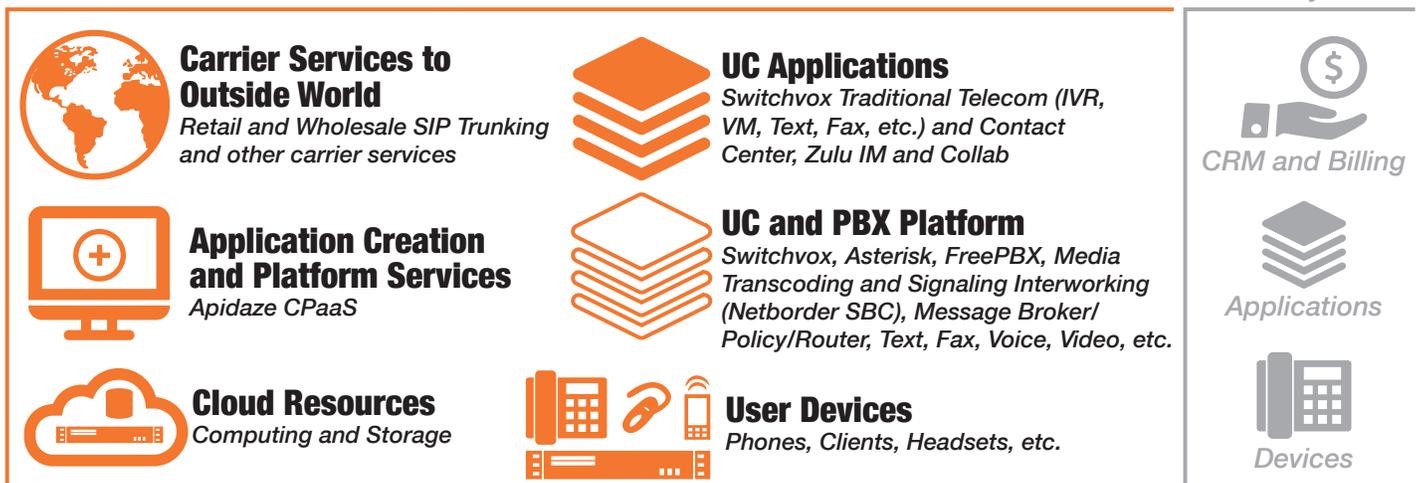
WHAT SANGOMA HAS TO OFFER

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.

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

Sangoma Technologies



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 incorporate 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 revenues (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.





SANGOMA

www.sangoma.com

Toll-free in North America

+1 800 388 2475

International Direct

+1 905 474 1990

Sangoma.com © 2020 Sangoma Technologies Proprietary - Every effort has been made to ensure accuracy of this document. Due to ongoing improvements and revisions, Sangoma reserves the right to make changes without notice.