



## End of Copper POTS Lines

Tim Linn

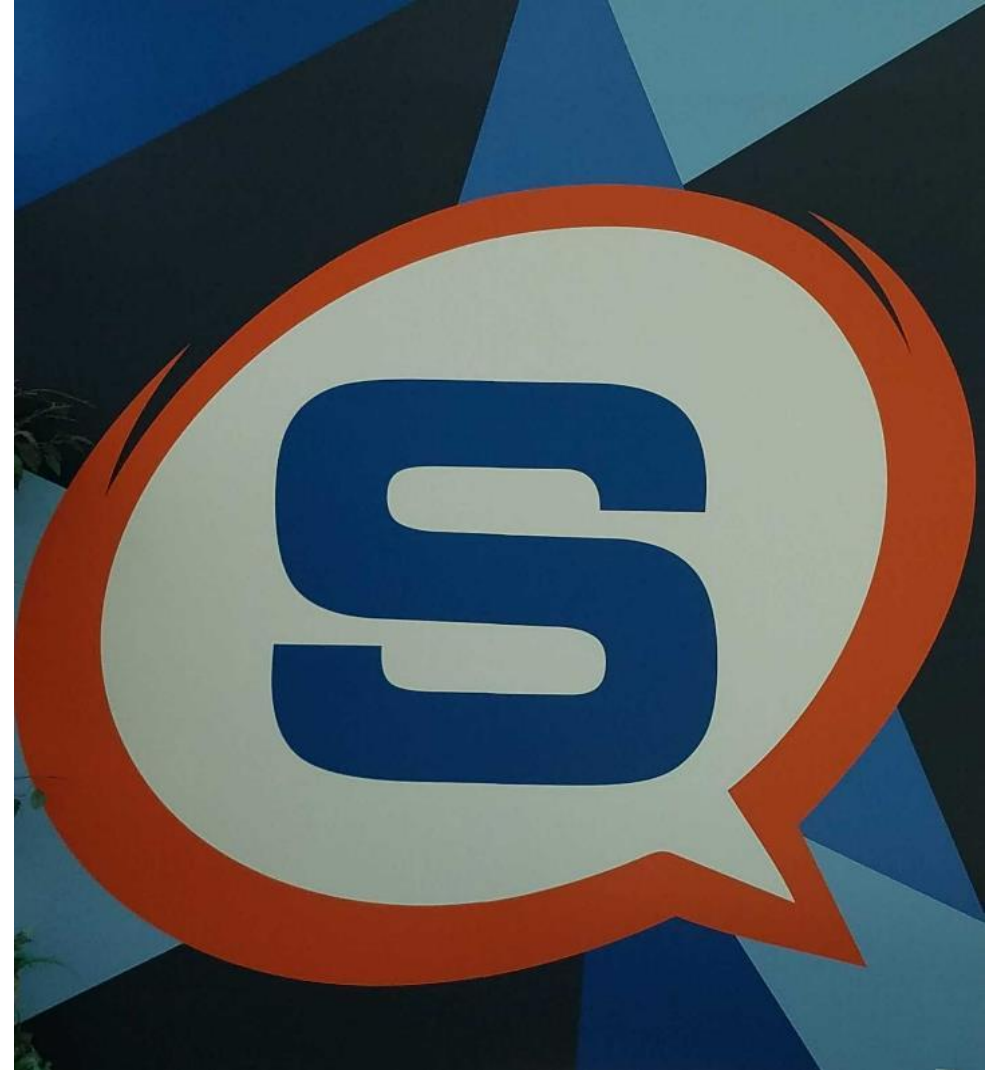
Product Manager - Sangoma

Don Stefanie

Channel Manager - VoIP Supply

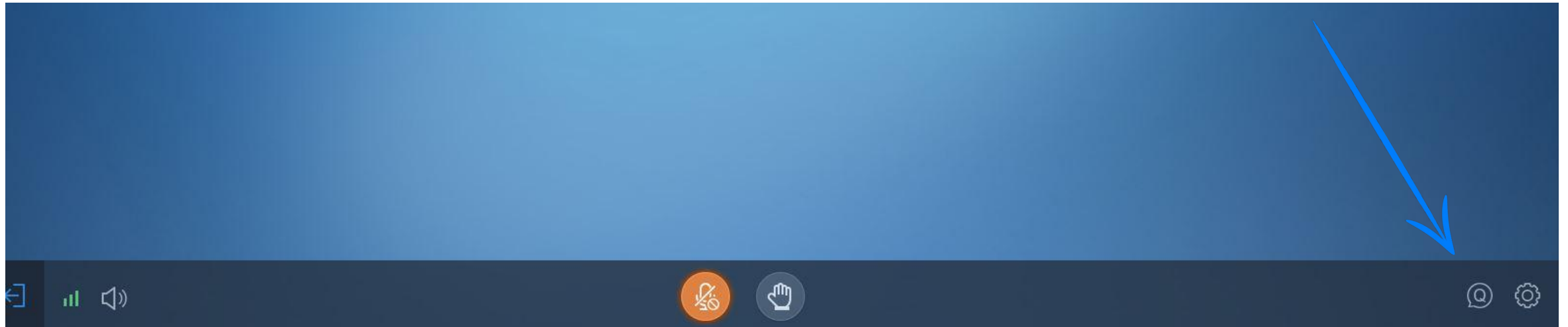
# Agenda

- Sangoma Company Overview
- What is POTS?
- The FCC mandate
- How Sangoma can help with replacement options



**During the webinar please use the Q&A feature  
located in bottom right corner of your screen!**

**We will answer the questions at the end of the presentation  
Thank you!**





Since 2002 VoIP Supply has delivered unparalleled service and expertise to over 125,000 customers worldwide.

### **VoIP Rental Program**

our Device as a Service (DaaS) rental program gives your customers the widest variety of VoIP Products for a low monthly payment!

### **Hardware & Provisioning**

featuring over 60 manufacturers that offer over 16,000 products and the ability to provision for you!

### **CloudSpan MarketPlace**

a single place to shop various VoIP service providers - build up your MRR and receive discounts on hardware selling through VoIP Supply

### **Fulfillment**

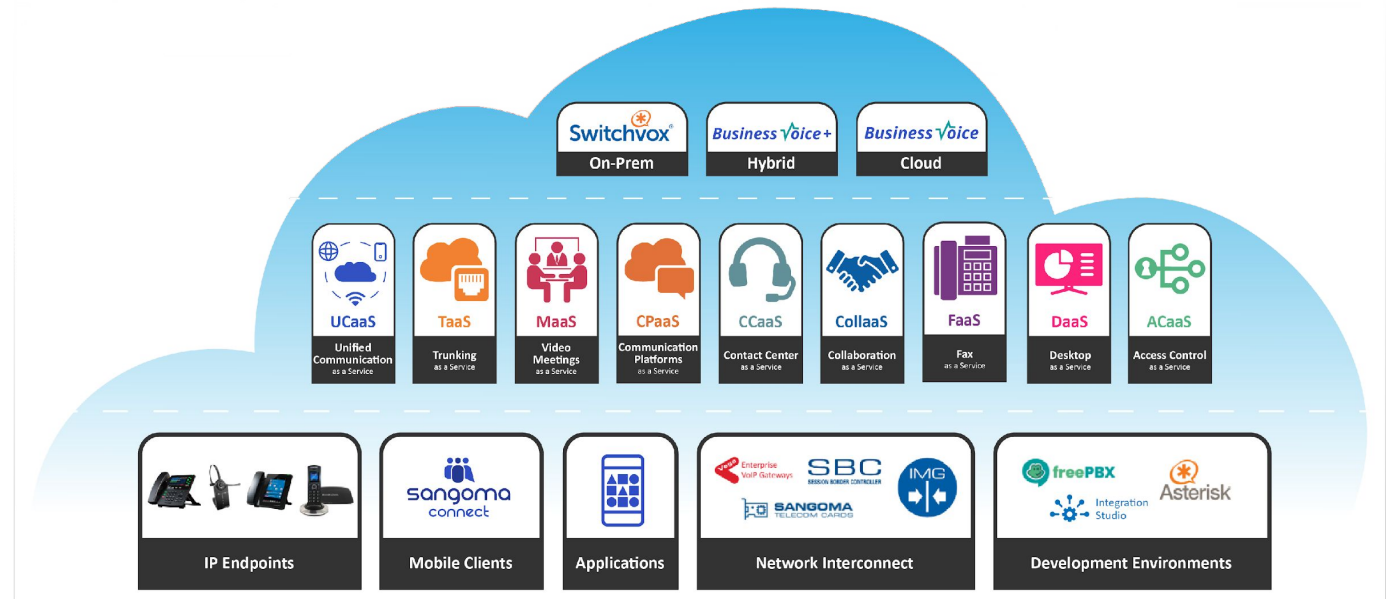
provisioning and professional services from multiple warehouse locations in North America; providing real-time access to manage your projects from order through delivery

### **Refresh & Reclaim**

offering certified reconditioned devices at a fraction of the cost plus offering an outlet for selling off used and excess VoIP equipment

# Who is Sangoma?

- Trusted leader in B2B Communications and Communications as a Service (CaaS) solutions for businesses of all sizes
- We offer a complete business communications solution portfolio
- Equally committed to both On-Prem & Cloud



# Snapshot of Sangoma Today

## Global Company



HQ  
Toronto  
TSX: STC  
Founded: 1984

600  
Staff



Customers  
In over 200  
countries

R&D and Tech  
Canada, USA, Europe,  
Latin America, India



## Healthy Financials



\$250M  
CAD Revenues



\$40M+  
CAD EBITDA



70%  
Recurring Revenue

## Recent Acquisitions

2021



2019



2018



Focus  
acquisitions on  
new Revenues,  
UCaaS, Global  
Channels

## Rich and Diverse Customer Base

> 100,000  
Customers globally



2.5 Million  
Unified Communications  
Seats

LEADER  
in Open Source  
Communications



# Way Back Play Back



**Cards**  
(2010)



Vega Enterprise T1/E1 VoIP GWs



Vega Enterprise Analog VoIP GWs



Session Border Controllers



Carrier SS7 VoIP GWs

**Network Ready  
Telecom Appliances (2011)**



# What is POTS?

- Plain Old Telephone System





# Copper POTS Lines Today



Voice Lines



Fax Lines



Elevator Phones



Alarm Systems



Emergency Call Boxes



Gates & Doors



Panic Buttons



Credit Card Machines



ATMs



Meter Reading



HVAC Systems



SCADA Apps

- 24 Million Speciality lines
- 12 Million general use

# Challenges with POTS

- Expensive
- Lack of Monitoring
- Lack of Support



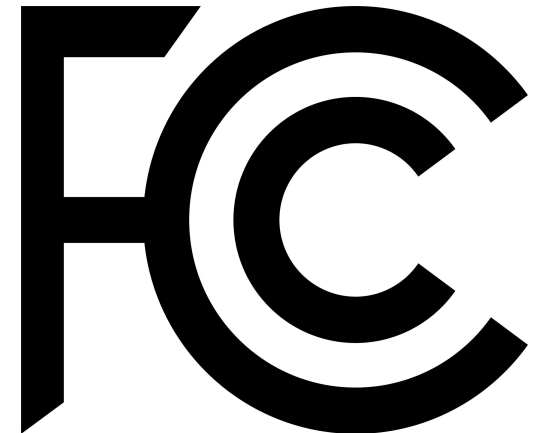
# Copper Lines Today

- Most have moved away to alternatives, but
  - Still 36 million active POTS lines in the United States (Mid 2021)
    - Fire alarms
    - Point of Sale (POS)
    - Emergency Call Boxes
- What does this mean for those lines?



# The FCC Mandate to End POTS Lines

- FCC gave permission to start sunseting POTS lines in 2017
- FCC has granted a forbearance request obligations from companies supplying copper POTS lines starting the beginning of August 2022.
- Businesses need a replacement solution which is:
  - Cost-effective
  - Seamless
  - Reliable



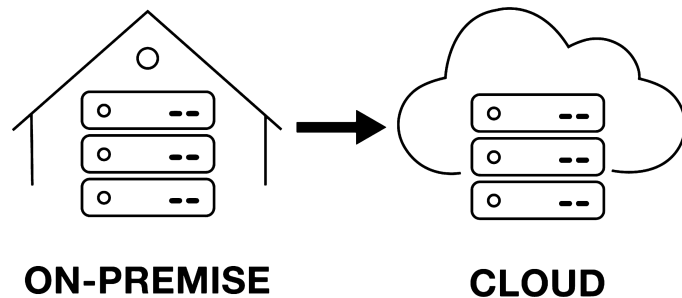
# How Sangoma and VoIP Supply Can Help With Replacement Options



# Types of Replacement Option

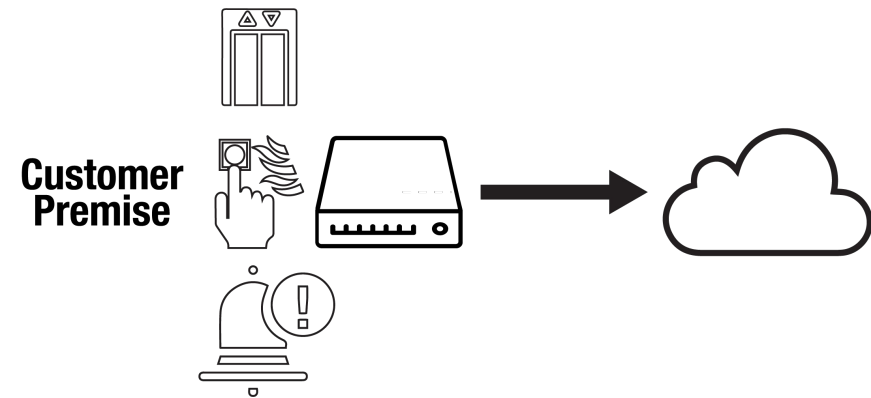
- Ideally

- Replace on-prem equipment with Cloud PBX
- Replace analog based equipment with IP compatible end-points which connect direct to IP service provider



- Value-based – SIP Trunking

- Keep existing equipment and connect to IP/VoIP/LTE service using VoIP Gateway



# How Sangoma Can Help

## Scenarios 1:

- Keep existing analog phone system
- Integrate VoIP Gateway to connect to SIP Trunking service



## Scenarios 2:

- Cloud PBX Replacement













## Scenario 3

- Large critical infrastructure with LTE failover



# Scenario 1: Why SIP Trunking

	SIP	ISDN/Analog
Cost	 Save on line rental and calls	 Expensive
Freedom	 Easy to add more calls	 No Possibility
Management	 Choose where to deliver calls	 Wait for supplier
Future Proof	 Ready for voice / data convergence	 Already legacy
Contingency	 In disaster reroute calls	 Cross fingers



# Scenario 1: What about Faxing?



- Can use fax machine and/or eFax
- Low monthly cost (\$10 starting. \$20 for high volume)
- Works in low bandwidth situations
- Avoids T.38 compatibility issues
- No telco lines needed!
- Just as reliable as the PSTN!
- Easy management integrated with the SIPStation Portal
- Fully-rebranded Custom Fax Portal options available to resellers



Customer Satisfaction



Bursting & Trunk Groups

Share lines across locations & control your costs

Failover Protection

Multiple layers of failover. Always get your calls

Fraud Guard

Metered caps, ACL, monitoring & alerts

Improved Porting

Self-serve LOA in portal with tracking

Easy Setup

Copy/paste... it just works



**SIPSTATION**

Reliable

99.999%+ Uptime

Calling Area

Extensive: US48 + Canada + Hawaii

Number Inventory

Vanity, filter & you select

Self-Service

Robust user portal for adds/changes

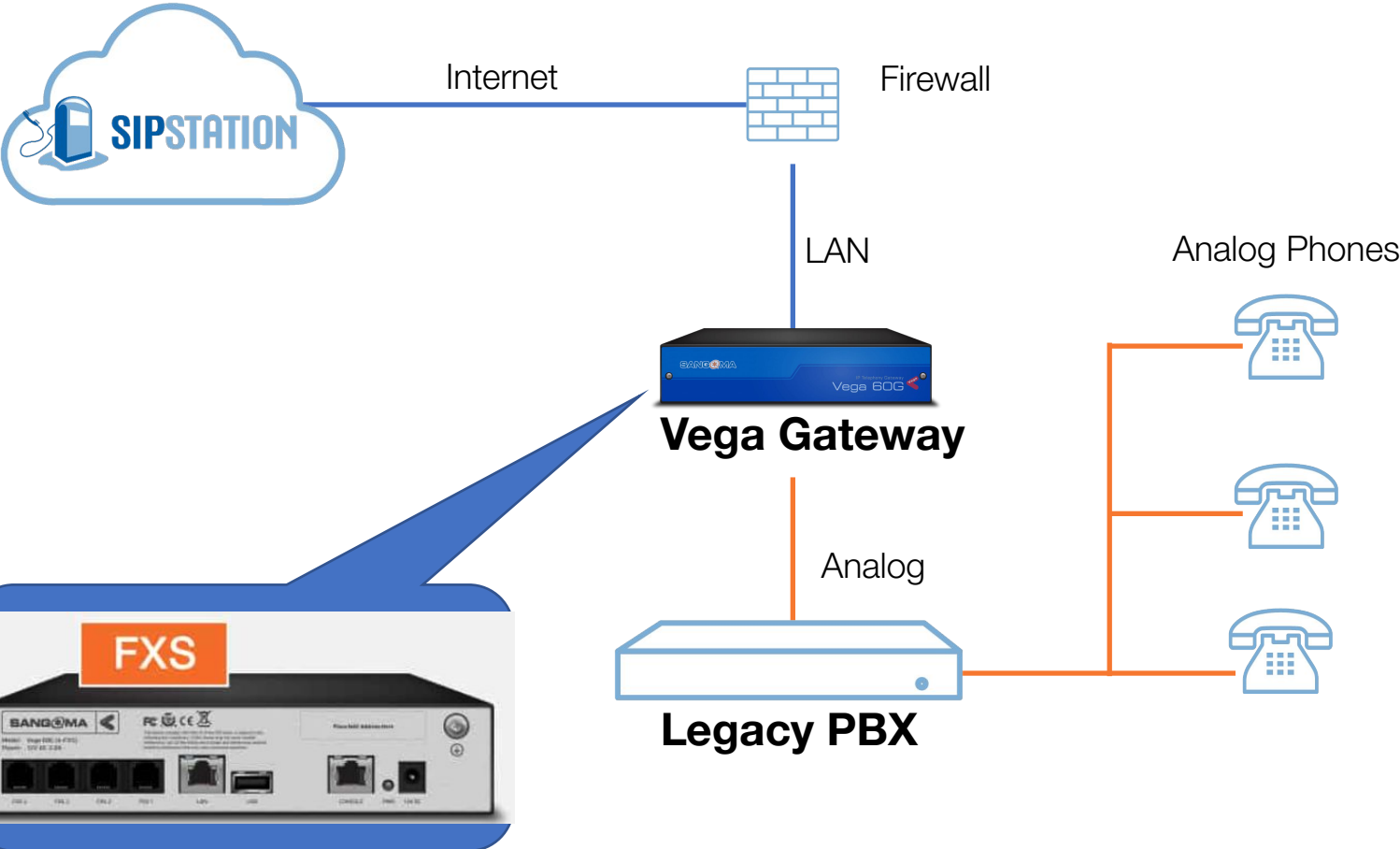
Payment Options

As low as \$19.99/month

End-to-End

Sangoma solution & support for your Sangoma PBX

# Scenario 1: How We Deliver You SIPStation



1

Get with Don to purchase services and Vega Gateway Hardware

2

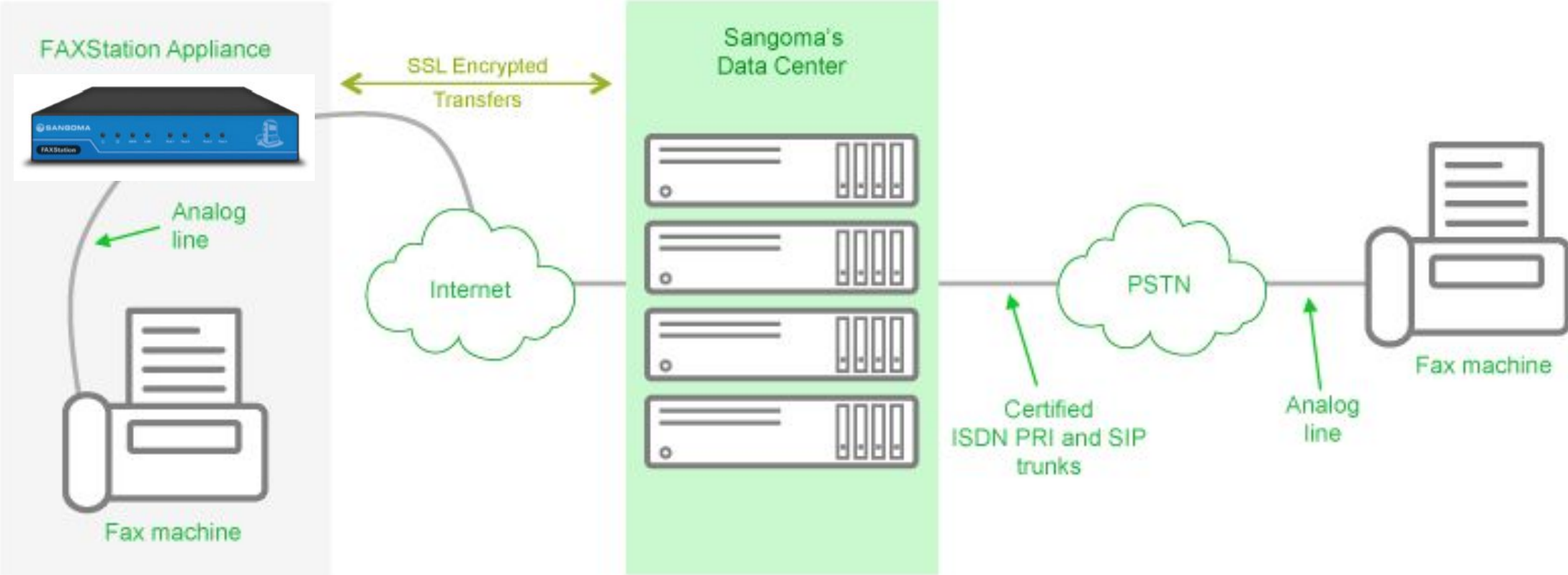
Log into Vega Gateway webGUI and insert Trunk Credentials. Install Faxing hardware if desired

3

Connect analog lines from Legacy device(s) to analog ports of Vega Gateway and fax machine into faxing hardware

# Scenario 1: FAXStation - How it works

## Service Architecture

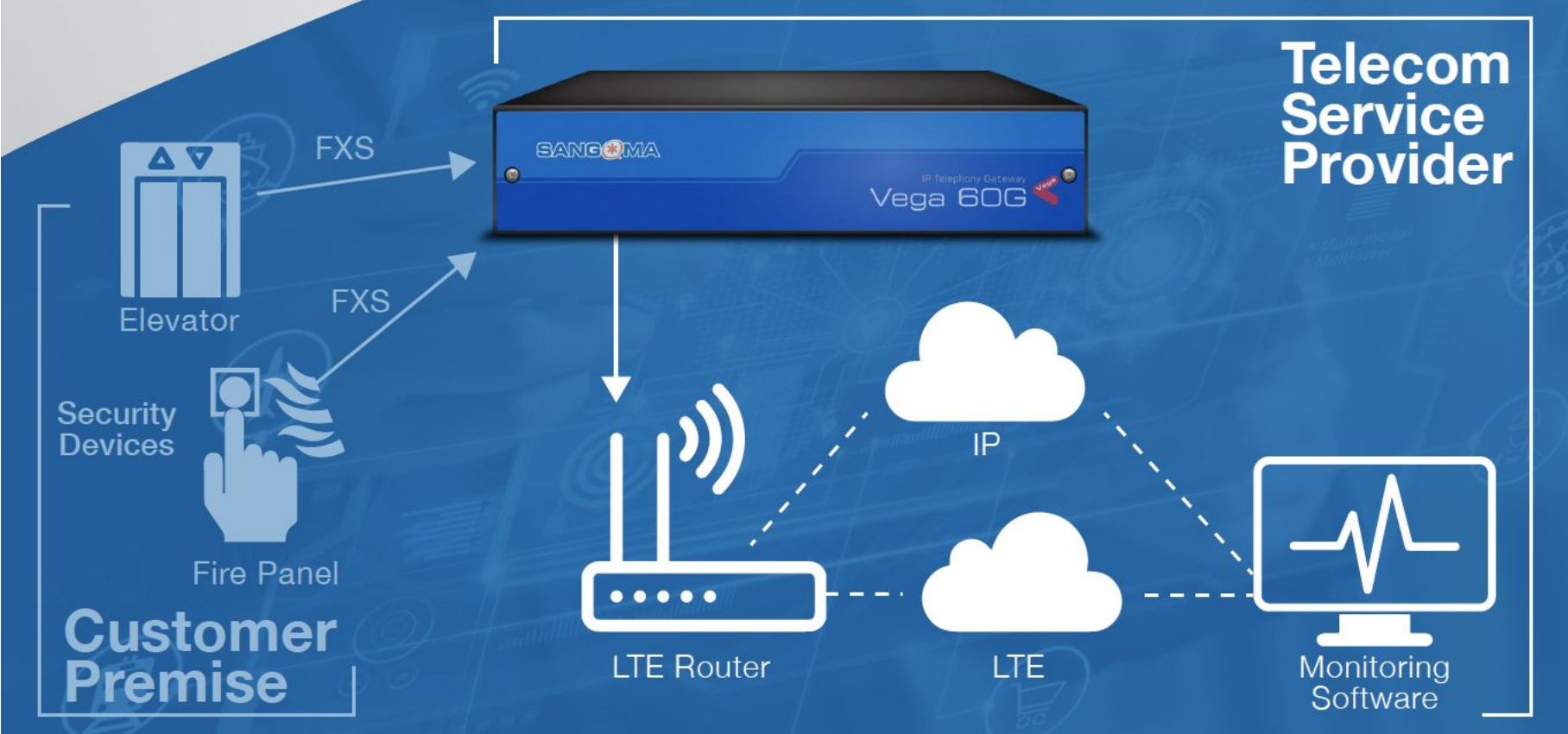


# Scenario 2: Switchvox Cloud

- Affordable & Powerful UC Business Phone System
- Switchvox is a scalable and flexible Unified Communication platform for the Cloud
- Seamless integration with Sangoma phones, PSTN connectivity, collaboration and productivity features allows for a complete cloud based UC business phone system
- All Features Included:
  - Web-based interface
  - Communicate on the go
  - Reporting and analytics
  - Customization and integration
  - Perfect for Contact Centers
  - We offer a complete business communications solution portfolio
  - 24/7 Support....and more



# Scenario 3: Large Critical Infrastructure



# Information

- Collateral

- Case Study For Large Infrastructure:

[https://www.sangoma.com/wp-content/uploads/Sangoma\\_CaseStudy-National-Service-Company-4.pdf](https://www.sangoma.com/wp-content/uploads/Sangoma_CaseStudy-National-Service-Company-4.pdf)

- Blog Article:

<https://www.sangoma.com/articles/migrating-safety-services-from-traditional-to-packet-based-phone-networks/>

- SIPstation: <https://www.sangoma.com/sip-trunk/>

- FAXstation: <https://www.sangoma.com/fax-over-internet/>

- Vega 60G VoIP Gateway: <https://www.sangoma.com/voip-gateways/analog/vega60g/>

# Next Steps





# Join Our Team

## Become a VoIP Supply Partner

- Exclusive Pricing Through VoIP Supply!
- Opportunity Support – Consulting & Solution Design



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# Q&A

