



The Company

XCast Labs is an advanced SaaS (Software as a Service) provider that has developed a comprehensive suite of software and hardware solutions that enable Cable TV operators / PCOs, CLECs, RLECs, ISPs, MDUs and marketing companies to offer integrated IP-based services to their end-users.

We offer these services through our Digital Voice and Video (DV&V) platform, a fully hosted, IP-based integrated solution that delivers Class 5 switching with MIR (Most Intelligent Routing), Video Telephony, IP-PBX, SIP Trunking and other advanced IP applications.

We go far beyond “traditional VoIP”. We designed and developed every aspect of our technology solution in-house. It represents the leading edge of the industry and numerous parts of it have been or are in the process of being patented. In particular, our Direct RTP (Real-Time Protocol) technology for voice and video communications greatly increases call quality and reliability, while significantly reducing latency and packet loss.

Our VoIP platform is a vertically integrated suite of applications and services geared to maximize your ability to quickly and easily deploy multiple high margin services like digital voice, SIP Trunking, and video conferencing. You can also integrate these options into your triple-play offering (voice + video + data). Our platform currently supports many tens of thousands of voice and video subscribers who collectively originate and terminate close to a billion minutes of traffic per year.

Management / Technology Team

Cliff Rees—Founder, CEO & President

Cliff has over 25 years of experience as an executive and entrepreneur in telecom, including 10 years as Founder, President and CEO of Telegroup (\$300M+ in annual revenue). Prior experience: World Access, Convergia and GlobalTouch.

Vladimir Smelyansky—Founder & CTO

Vladimir has over 25 years of leadership in the development and deployment of cutting edge technologies spanning image and voice recognition, real time networking, telephony and VoIP. Prior experience: Webley Systems and GlobalTouch.

Roman Marchevsky—Founder & SVP of Engineering

Roman has over 30 years of software development experience. Roman was responsible for developing and implementing the first production high-density, SIP-based media-switching platform. Prior experience: Lucent, DigiSoft and GlobalTouch.

Larry Anthony—SVP of Business Development

Larry has over 30 years of experience in both public and private sectors, including executive and consulting roles at telecom companies and broadband and wireless networks. Prior experience: NEC, Mitel, Winstar, IDT, GlobalTouch and Bandtel.

Stephen Nelson—VP of Operations Support

Stephen has over 15 years of experience in telecom sales engineering, project management, and client account management, including Fortune 500 companies, major movie studios, telecom carriers and several Federal agencies. Prior experience: Winstar, Global Crossing, AT&T and GlobalTouch.

Service Offerings

- ◆ Complete residential first-line replacement service including all popular telco features—Enhanced Caller ID, 3-way Calling, Call Waiting, Do Not Disturb, Call Forwarding, Call Blocking, etc.
- ◆ Integrated Unified Communications (UC) including voicemail, videomail and faxes delivered to email; voicemail alerts via SMS; voicemail via RSS feed
- ◆ Local Number Portability, E911 and CALEA compliance
- ◆ Online Integrated Back Office (IBO) for all order entry, provisioning, reporting and customer support
- ◆ Online VoIP Control Panel (VCP) for users to view/download calls, manage features and CallBlast, change 911 address, etc.
- ◆ Plug-and-play videophone as well as a fully compatible, private-labeled Video Softphone application
- ◆ CallBlast—call forwarding combined with find me / follow me
- ◆ Support for a wide range of IP devices—ATAs, EMTAs, SIP phones, Videophones and Softphone applications, including integration with IBBS/Parasun and Arris / Calix certifications
- ◆ Phone numbers from over 10,000 US cities plus over 60 Countries, and they work anywhere on the planet
- ◆ IP-Fax and IP-Tollfree services at very low incremental cost
- ◆ Full-featured IP-PBX including Supervise and Blind Transfer, Park/Pickup, Intercom, Hunt Groups, Automatic Call Distribution (ACD), Conference Calling, web-based attendant console, etc.
- ◆ SIP Trunking for business customers with 2 to 2,000 lines who don't want to get rid of their existing phone system or want to use an on-premise IP-PBX from another vendor

Customer Experiences

Avenue Broadband (Cable MSO)

With the help and deep technical skill of XCast Labs, we were able to launch our voice service almost effortlessly. We had limited telephony experience, so their training and ongoing support have been critical to our success. Their back office systems, wide variety of applications, and their willingness to make things work the way we need them to is exceptional. Any company wanting to offer high-quality Digital Voice and Video services to their customers should seriously consider XCast Labs as their Service Provider.

Mary Iafrate

Vice President & General Manager, Indiana / Illinois

ITS—Integrated Telemanagement Services (CLEC)

As a CLEC since 1991, we are constantly looking to keep abreast of the changes in technology in the telecommunications industry. With VoIP's emergence, we began researching our service provider options in 2005. Our decision to partner with XCast Labs has proven to be exactly what we were looking for.

As we deal exclusively in the SMB space, our deployment of XCast's Hosted IP-PBX product has quickly evolved to a place where it is considered our "Signature" product. We have over 1000 users on the platform and are adding more seats every week.

XCast has been extremely receptive to our feedback and has developed custom applications per our requests. Much of this is due to feedback from our customers and distributors who are in the field and using the product daily. Their willingness to customize the platform sets XCast apart from many of the "out of the box" softswitch offerings.

Rick Minyard

Executive Vice President

XCast Labs' Integrated Digital Voice & Video Solution

XCast Technology	Web-based	Telecom Functions	Services Offered
SIP Load Balancer	On-line order entry	DIDs from 10,000 US cities	Full-featured Residential
Session Border Controller	Complete life-cycle care	DIDs from 60 countries	IP-PBX
Patented peer-to-peer RTP	Feature & service activation	LNP in US & Canada	SIP Trunking
DV&V applications	Usage report by service	Toll-free number porting	IP-Fax (in)
Class 4 Softswitch	Credit card processing	New toll-free numbers	IP-Tollfree
Class 5 services	Trouble ticket application	911 / E911 in US & Canada	CallBlast
Media server	LNP status	US / Global Termination	Enhanced Voice & Videomail
Video Softphone	Billing platform integration	Daily CDR to FTP site	Prepaid VoIP
T.30 and T.38 fax support	Branded billing & A/R option	Fraud detection/notification	Do Not Call List compliance
All fully N+1 redundant	CRM API option	CALEA compliance	VoIP support on Mobile phones

