

Corporate Overview



The Power to Deliver
The Speed to Deploy

APPTRIGGER

www.apptrigger.com



The AppTrigger team is comprised of industry veterans drawing on expertise and success from major network, software, and telecommunication companies across the industry. Backed by major players within the venture capital community, the company is focused on providing effective application connectivity, abstraction and inter-working solving the problems associated with application deployment across evolving telecommunication networks.

AppTrigger Corporate Overview

AppTrigger pioneered the industry's first purpose-built Service Broker in the marketplace, and is viewed as the leading provider of telecom application connectivity solutions. AppTrigger's Ignite™ Service Broker provides a purpose-built network element that delivers the right combination of call/session control, signaling, switching and media capabilities supporting multiple applications for both new and legacy networks. In an environment of ongoing network convergence, AppTrigger decreases application deployment costs, increases ARPU and preserves application investment along the path to NGN/IMS.



CHALLENGES ABOUND IN APPLICATION DELIVERY OVER CONVERGED NETWORKS

Current large scale voice centric applications such as voice mail, conferencing, operator services and pre-paid are deployed by re-purposing general purpose network elements to provide media termination, signaling, and switching. This results in the current application deployment process typically taking upwards of 24 months at a cost of tens of millions of dollars per application deployed. Compounding this problem, as networks evolve and converge, applications must constantly be updated, re-written, or ultimately replaced through a wholesale forklift costing service providers billions of dollars each year.

Today's available options to solve this growing problem are inadequate and at best, only present quick fix, and short-term solutions. There is a growing demand to provide a future proof solution that finally solves the network connectivity challenge.



INEFFICIENCY VERSUS INNOVATION

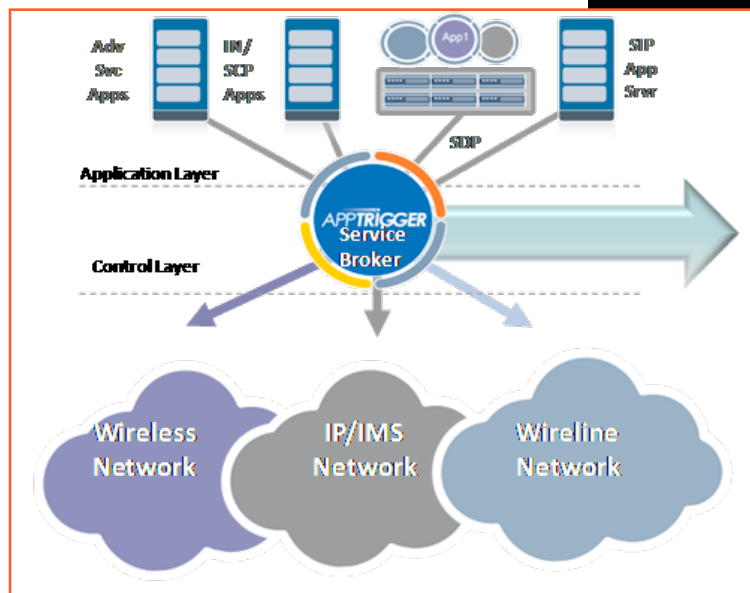
The traditional approach of deploying and connecting applications to telecommunication networks results in stop gap solutions which prove to be costly and are operationally inefficient. The ability to provide effective application connectivity, abstraction and inter-working in a cost effective solution is missing in today's model.

AppTrigger's Ignite™ Service Broker is a network element that sits between the application layer and the core network to provide and manage connectivity to the evolving network. It insulates enhanced applications from the network via a programmable network abstraction engine, thereby providing the application consistent call/session control functions independent of each network.

Ignite™ is purpose-built and incorporates a number of open standard APIs, plus the signaling, media and the feature inter-working between disparate networks that converged and consolidated applications require. It is scalable to support tens of millions of subscribers via a single system or via clustering and provides the necessary calls/transaction per second required for large-scale multi-network environments.

AppTrigger enables a new innovative approach which provides an efficient and cost effective solution within the Service Provider's converged network environment. AppTrigger's Ignite™ Service Broker provides cost savings and incremental revenue opportunities compared with today's current application connectivity options while at the same time preserving investment of current revenue producing applications.

The AppTrigger Ignite™ Service Broker is a purpose- built, highly- scalable, carrier-grade network platform that enables legacy, intelligent network (IN), IP and next generation IMS applications to be immune from the ever evolving network.





Ignite™ resides as a network element at the application layer and sits between the application layer and the core network providing managed connectivity to the evolving network.

APPTRIGGER DELIVERS EFFICIENT APPLICATION DEPLOYMENT

COST SAVINGS

AppTrigger's Ignite™ Service Broker provides significant cost savings. When compared to a traditional enhanced service platform deployment of re-purposing general purpose equipment, Ignite™ can save on average 40% upon the initial deployment. Once the Ignite™ Service Broker has been introduced into the Service Provider's network architecture, the initial design, testing, installation and overall support costs are reduced to a fraction of the costs associated with the introduction of additional network elements with each new application deployed. By leveraging the innovation of the Ignite™ Service Broker functionality, the ongoing OPEX/CAPEX costs provide a tremendous savings opportunity over today's current application deployment options.

PRESERVING INVESTMENT ALONG THE PATH TO IMS

Ignite™ helps preserve investment while reducing the dependency, time and costs associated with the re-writing and re-connecting of applications as networks evolve. The transition to an IMS network in today's cost constrained environment is challenging. The process of re-writing or re-deployment of large scale applications across Tier 1 networks is cost prohibitive. With an estimated cost of between \$10M to \$15M per new application deployment, Service Providers are struggling to find alternatives that leverage existing applications to retain their customers and associated application revenue. By utilizing AppTrigger's Ignite™ Service Broker a Service Provider can repurpose applications to work and thrive in an IMS network as well as leverage the Ignite™ Service Broker to provide IM-SSF, SCIM and OSA-SCS functionality within the IMS network architecture.

PURPOSE-BUILT FUNCTIONALITY

By providing purpose-built media, signaling and switching capabilities within one network element, AppTrigger has reduced the risk of failure within the application connectivity model and delivers unparalleled price/performance to the industry. AppTrigger's TransparentExchange™ Architecture was designed specifically to enable high performance, real time application delivery as well as ensure seamless application behavior across disparate networks. AppTrigger's fault tolerant telecom grade system provides the north-south application focused software technology that improves network operations and application QoS ensuring application and network stability.

INCREASED ARPU

AppTrigger delivers average revenue per user (ARPU) enhancing multi-application and converged network support. The Ignite™ Service Broker provides converged network connectivity for wireline, wireless and IP networks, thus enabling greater flexibility, feature and service transparency. The resulting Service Provider offerings are able to

fully take advantage of the features within the applications and provide a richer portfolio of options to the consumer. In addition, Ignite's network abstraction functionality allows all application developers a simplified but rich view into the Service Provider network. Ultimately, enabling more revenue enhancing applications to come to market in an efficient, cost effective, operationalized manner.

APPTRIGGER, THE POWER TO DELIVER, THE SPEED TO DEPLOY

With network deployments worldwide, AppTrigger is dynamically changing the telecom application delivery marketplace by empowering its customers to insulate their revenue-producing applications from the challenges of the ever converging and evolving fixed-line, mobile, and IP networks. Our customers have discovered the advantage of AppTrigger's Ignite™ Service Broker in connecting applications across their disparate networks ... shouldn't you?

EXECUTIVE TEAM

Lev Volftsun, *Chairman of the Board*

Chris Todd, *President and Chief Executive Officer*

Jim Bunch, *Vice President, Engineering*

Jose Deras, *Vice President, Sales Engineering*

Patrick Fitzgerald, *Sr. Vice President, Global Sales and Marketing*

ADVISORY BOARD

Niel Ransom, *Former CTO of Alcatel*

Mick Reeve, *Former Chief Architect at BT*

Phil Holmes, *Former Motorola EMEA Director of Architecture and Technology*

Jack Wimmer, *Former Verizon/MCI VP Network Architecture*

FOR MORE INFORMATION VISIT OUR WEBSITE AT: www.apptrigger.com

The logo for AppTrigger features the word "APP" in orange and "TRIGGER" in blue, with a horizontal line above the letters "P" and "T".

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