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STRAIGHT-TALKING FORWARD-THINKING

## Going Global Properly

Not just colouring in

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# Going Global... Properly!



BY SIMON WOODHEAD

“Tada, we now cover a gazillion countries” is apparently what you need to say if you’re a CEO of a UK or US operator nowadays.

It makes sense, as Western markets are maturing in all areas of telephony and while 10% compound annual growth is not to be sneezed at, it is comparable to the rate of currency debasement, i.e. you’re standing still. By contrast, the global UC market is growing at 15–26% (depending on who you believe) and even the more pedestrian carrier services market is 11–15%. Some parts of the world are just beginning their UC journey and there’s a lot of it to play for – the UK is just 2.2% of world GDP and falling. Who wouldn’t want a slice of a faster-growing 97.8% of the world economy, worth \$85–140bn by 2040?

Of course, we all would, but the world is a big place and approaches to tackling it seem to range from reckless to shambolic, with illegal somewhere in the middle. Servicing your UK users with no UK infrastructure is technically unlawful, but it is also pretty dumb. When someone in London calls 999, how do you explain the call failing due to riots in Brussels? There are a couple of hundred miles in that scenario. So imagine the Californian provider claiming to be global because they bought a small UK reseller – well over 5,000 miles there; or the UK provider claiming to serve Australia – 10,000 miles there. The speed of light is not influenced by your marketing department, and does tend to be fairly constant. And that is just the technical naivety, these countries have different cultures and crucially different regulations. Colouring in the map is not the way a credible operator behaves and in our own 28 years of helping customers out by occasionally taking numbers overseas from one of the usual suspects, rug-pulls are frequent when the local regulators catch up with them.

It’ll come as no surprise that at Simwood we think differently. We think that if you’re providing overseas services to high-value clients, you need to procure services from the top-draw provider in every market. That is rarely the incumbent but is someone who has a physical network, knows the regulator’s children’s names and understands the market. We’re fortunate that we have a large number of these operators in our customer list, and will always willingly match-make between customers, getting to a place of two companies knowing two markets intimately. But what about the speed of light thing? Unless you’re simply going to resell each other’s propositions in each other’s home market, you need infrastructure. Without infrastructure, you’re potentially breaking the law, certainly endangering life, and giving infrastructure geeks like me hives!

That’s where Simwood comes in. We’ve built what we call the Simwood Potato®. Rather than expensive, individually configured Session Border Controllers (SBCs) about the place, connected together like a plate of spaghetti, our core is global and integrated. Any customer can send or retrieve traffic from any of our points of presence (PoPs) globally, simultaneously, on a single account. Everything is uniform globally, most things are automated, and you can control pretty much everything through our industry-leading API (since before the term ‘API’ even existed). If you need encryption, transcoding between codecs others can’t support and carrier-scale services like call-recording, not to mention our white-labelled UCaaS solution, our network works harmoniously as one wherever it reaches. Rather than the plate of spaghetti between SBCs with services shoe-horned in the middle, an architecture much-favoured by dinosaurs, think of one massive highly available global SBC wrapped in an application stack. That’s us.

While we're infrastructure-heavy, our roots are in software and I believe the future is in software too. I don't believe the way to world-domination is colouring in a map and deceiving customers, I believe it is in legitimately delivering service locally by extending capability directly into overseas markets. There are reasons Google, Microsoft, Amazon etc. etc. have global infrastructures rather than long-lining everything from California, and those reasons apply in spades to our much more network sensitive services. However, whereas building Simwood in the UK required a physical network in the UK, and volumes make it cost effective today, the cloud enables us to deploy software anywhere on the planet and benefit from massive connectivity close to potential customers. But you have got to have the software.

We own 100% of our intellectual property and it is architected and managed in such a way that we're continuously redeploying it and can scale up or down, or deploy new sites very very readily. Our CTO Charles hates being quoted saying a new site was a 30 minute exercise, but he's proved it. The beauty of the Simwood Potato® is that if we decide to spin up any part of our infrastructure somewhere new, everyone benefits immediately. No SBCs, no spaghetti, it just works.

So, one element of this which is relevant to you is that for Q4 we have committed to expand the potato to every continent, putting the Simwood Potato® within reach of most of the global economy. That is a far greater presence than anyone we know of in the market who is claiming to be global. What we call the Simwood Edge will enable operators worldwide to consume Simwood services locally rather than tromboning traffic halfway around the world.

But there's more. This year, we've focused on opening our software stack to what we call BYoC, and it has been amazing. From being a workaround for those not allowed to port numbers, to accelerating integration, to us having serious conversations with global operators (emerging and incumbent) about them throwing away their SBC-spaghetti, BYoC has been a game-changer. With it, any third party numbering that you procure can be delivered into the Simwood network and used alongside our own. We'll of course, route, encrypt and layer services on that as you configure. So yes, you could deliver UCaaS in Nairobi using numbers and emergency services provision you've procured locally. Or you could simply and reliably provide Teams integration and call recording to that Enterprise customer in Ecuador.

In Q4 we're going further with BYoC outbound. This way you can use the Simwood Potato to handle your outbound traffic. Deliver traffic to us and we'll apply your own custom rules routing traffic as you see fit, e.g. you're a Mexican operator and want to use your own legacy local termination and emergency services, but benefit from our global termination and platform.

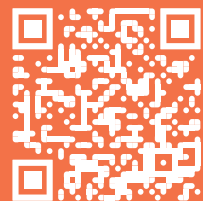
BYoC isn't just a feature at the UCaaS level of our platform but also right down into carrier services. The conversations we're having tend to span both; something we're unique in being able to do given how vertically integrated we are.

Oh, and as we own 100% of the software, it'll likely cost a lot less than someone renting someone else's SBC even if they can be bothered.

This has applicability to everyone in the \*CaaS space and indeed carrier services and the applications are as broad as the imagination. If we can help you expand honestly and responsibly, please give us a call!

We've written a white-paper going through how a platform operator outside the UK (applies within it too!) could rid themselves of infrastructure cost and overhead by embracing the Simwood Potato®. It's the future!

Scan the QR code to get instant access to our exclusive potato whitepaper



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