

2006 Frost & Sullivan
Entrepreneurial Company Award
Award Recipient: Ring2 Conferencing

2006

FROST & SULLIVAN

Entrepreneurial Company Award

AWARD DESCRIPTION

The Frost & Sullivan Award for Entrepreneurial Company is presented each year to the small company that demonstrated superior entrepreneurial ability in its industry during the research period. This award signifies the company's identification of a unique and revolutionary product solution with significant market potential. Additionally, the award certifies that the company's marketing strategy is sound and poised for success.

RESEARCH METHODOLOGY

The Entrepreneurial ability of the company is assessed using mostly primary research with top manufacturers and end users in the industry. Frost & Sullivan's analyst teams perform extensive interviews with the company in question to evaluate its business, product and marketing plans. In addition, primary research with leading manufacturers is performed to benchmark the award recipient's strategy for growth against established participants' strategies. Also considered are elements such as strategic alliances, expected time to market and the senior management team. Primary research with end users is also conducted to evaluate and compare the value of the award recipient's product solution.

MEASUREMENT CRITERIA

A recipient that is chosen for the Frost & Sullivan Award for Entrepreneurial must match/meet the following criteria:

- The company must have fewer than 300 employees
- The company must have identified a brand new and unique product solution
- The product solution must have significant market potential - at least \$200 million - and a high probability of reaching its potential in the next 2-5 years
- The company must have financial and employee-based resources to ensure a large probability of success. Financial resources include backing from VCs, IPO's and funding from large corporate partners.
- The company should have protection from competitors in the form of patents, large product development lead time, strategic alliances with key component suppliers and others
- The company should have strong plans for marketing such as strategic alliances for distribution, relationships with key customers, voluminous positive press in the media, endorsements from industry experts and others



The 2006 Frost & Sullivan Entrepreneurial Company Award in the European audio conferencing service provider market is presented to Ring2 Conferencing for the creation of a unique service model and the introduction of innovative call control from mobile devices to promote enhanced visibility, security and control of conference calls.

With Ring2's service, the call leader and participants still dial into a call from any phone (eg. a meeting room speaker phone), but then the call leader can take remote control of the call from their BlackBerry. Mobile control is important as so many calls are made from meeting rooms and on-the-road, where users tend not to have their PCs so readily at hand. Research conducted by Ring2 shows that approximately 50% of conference callers most often make their calls from good old-fashioned meeting rooms.

Ring2 Conferencing is a relatively recent addition to the conferencing service provider industry. Michael Hughes and Steve Flavell, who met while studying for their MBAs at Stanford in the mid-90s, started the company simultaneously in both the United States and the United Kingdom in 2003.

Hughes and Flavell noticed that regular reservationless, dial-in conferencing still dominates the market, despite the everyday issues and frustrations experienced by regular callers. In particular, users suffer from not knowing who is on the call at any given moment, lack of security that uninvited guests might be listening in to calls, and simple ways to add participants into calls and mute participants with disturbing background noise. Nevertheless, regular dial-in conferencing remains the popular choice because of its innate simplicity, giving users comfort on their important conference calls.

Ring2's goal was to solve these everyday issues and frustrations in the simplest way possible, using mobile devices that users have readily at hand in the environments where they make their calls.

Launched in 2005, the Ring2 Conference Controller™ for BlackBerry aims to remove three key concerns of regular conference callers: 1) to limit control features to those that solve real problems, rather than presenting endless features driven by the technology that only lead to confusion and poor adoption; 2) to provide control from mobile devices, which users will always have at hand, wherever they take the call; and 3) to 'push' control to the user, rather than making them go and find it.

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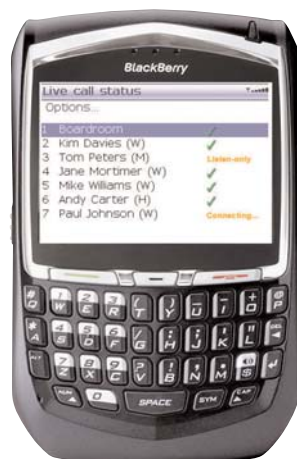


The application is deployed seamlessly to a company's BlackBerry devices over-the-air via the company's BlackBerry Enterprise Server. The application is immediately ready-to-use, pre-populated with the user's account login and conference call details. As soon as the first invited participant dials into the user's conference call, the application 'pops-up' on the BlackBerry, alerting the user that the call has started and asking what they would like to do: join the call, monitor who is on the call or ignore the message.

Invitations are integrated with Outlook and BlackBerry Mail, such that the call host can send out email or calendar invitations pre-populated with the call dial-in details. From their BlackBerry, users are able to:

- Receive a notification when the first participant joins the call
- Monitor participants joining and leaving the call in real time
- Drop any unrecognised participant for security purposes
- Add participants by number or directly from the BlackBerry Address Book
- Identify and mute participants with significant background noise
- Record the call, for retrieval as an mp3 file after the call
- Assign billing codes for accounting purposes

Figure 1-1 Ring2 Conference Controller interface for Blackberry
(source: Ring2 Conferencing)



Ring2 Conferencing is the only audio conferencing service that positions the BlackBerry device as a wireless remote control for conference calls, thus using the familiar concept of television remote controls.

The service is delivered from data centres in London and Chicago, where the company houses its proprietary platform built around Alcatel IP media mixing technology.

Ring2 Conferencing is targeting specific vertical sectors that make frequent calls and have a high PDA penetration, such as financial services, legal, consulting and other professional services.

The company is also actively targeting mobile operators as indirect sales channel opportunities for an embedded solution. They are also planning to develop for wireless devices that use the Windows Mobile and Symbian operating systems to increase the potential customer base for the service.

Frost & Sullivan recognizes the unique approach and entrepreneurial capabilities of Ring2 Conferencing with this Award.