



## **Programmable Telephony: Accelerating the Future of Communications**

The Internet has revolutionized the way we communicate, and yet, little has changed in the world of telecommunications—until now. With voice and data networks starting to merge, consumers, businesses, software developers, and even traditional telecommunications carriers are exploring new ways to communicate, and also new ways to manage their multiple communication streams. The challenge is that the ways in which we most commonly communicate—voice, text, email, IM—exist in two separate, “online” and “offline” worlds today.

Ribbit was created to break down the barriers between these two worlds, enabling communications to flow freely across all networks and devices and creating a better informed, more manageable, and more connected world—while laying the foundation for a new generation of communication innovation.

### **What is Ribbit?**

Ribbit is an open platform for communication innovation. Unlike any other phone company, we give our global community of developers unprecedented access to our technology through the Ribbit API set, allowing them to innovate at will—without any prior knowledge of telephony. We believe it’s this community of developers—more than 20,000 and growing—that will create the next generation of communications solutions, adding interactive voice and messaging to Websites, online communities, and software applications. To that end Ribbit freely offers tools, code, tutorials, forums, how-to videos, and documentation to continually support its developer community.

Ribbit is a software-as-a-service provider. Ribbit Mobile and Ribbit for CRM (Salesforce and Oracle) are examples of commercial applications built on the Ribbit Platform, aimed at consumers and mobile business users respectively (and available through telecommunications carriers as an integrated service). Ribbit offers its platform as a service to telecommunications carriers through its Bring Your Own Network (BYON) program, giving carriers a way to quickly take advantage of shifts in customer demand while increasing incremental revenues.

### **The Power of Programmable Voice**

Only through an open platform and API set will developers, ISVs, small businesses, and global enterprises be able to quickly and easily voice-and communications-enable any Web page or application using familiar programming tools. Unlike existing Internet telephony solutions, these new communications-enabled applications will be device- and platform-independent, able to be used anywhere in the world.

### **Ribbit Platform**

The Ribbit Platform is an open, scalable, cloud-based environment that allows Developers, ISVs, and businesses across all industries—from advertising and media to healthcare, financial services, and real estate to use Ribbit Platform tools, services, and APIs to quickly add voice, messaging, and rich communications features to virtually any Web page or application. With little or no knowledge of telephony, developers can directly access Ribbit’s global phone network using Flex, Flash, Java, PHP, Silverlight, .Net, REST, and other familiar programming tools.

## **Ribbit for CRM (Ribbit for Salesforce, Ribbit for Oracle CRM)**

Ribbit for Salesforce and Ribbit for Oracle on Demand CRM are easy-to-use, award-winning apps built on the Ribbit Platform that link mobile voice communications to the software industry's leading CRM applications. With Ribbit for CRM, voicemail, email, SMS text messages, voice memos, and recorded meeting notes flow automatically into popular CRM systems, integrating a salesperson's most critical tools—phone and email. Messages and notes map to existing contacts and opportunities; voicemails are easily read, saved, searched, and forwarded. Productivity on-the-go is dramatically increased.

## **Ribbit Mobile**

Ribbit Mobile is a powerful suite of applications built on the Ribbit Platform that merges phone and Internet capabilities to accelerate a new era of communications productivity. With Ribbit Mobile, busy professionals can have constant, real-time access to message content and connectivity, no matter where they are. Ribbit Mobile integrates voicemail, email, text messaging, and inbound and outbound Internet calling into a personalized, Web-based communications dashboard. It addresses the need for unifying multiple communications streams, so that consumers can easily manage calls from their various phones (mobile, work, home, computer) in a single location.

## **Innovation and Integration**

Developers use Ribbit APIs to build innovative new types of consumer and enterprise solutions, such as new types of call center solutions, order and operation management systems, social networking mashups, productivity and communication tool integrations, unified messaging programs, and Web and phone widgets. Our goal is to help developers build the most innovative, high-value applications they can using the Ribbit Platform—we know the more successful our developers become, the more successful we become.

## **Ribbit Management Team**

- Ted Griggs - Chief Executive Officer, Ribbit and CTO, BT Voice
- Crick Waters - Senior Vice President, Strategy and Business Development
- Ramani Narayan - Vice President, Applications
- Peter Leong - Vice President, Engineering
- Greg Goldfarb - General Manager, Software as a Service Ecosystem
- Markus Hummel - Vice President, Business Operations
- Dan Seyer - Vice President, Product Management



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