

## Turnkey Solutions for Software R&D and Product Development



**Goutam Shaw**  
President & Founder

Excelocity is an independent software R&D and Product Development organization that develops turnkey custom embedded telecom products for equipment manufacturers who want to integrate Voice and Multi-Media gateways into their product portfolios.

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

**CEOCFO: *Mr. Shaw, what is the vision at Excelocity?***

**Mr. Shaw:** Excelocity's vision is twofold. One is that Excelocity offers turnkey solutions to our customers. We help the customers build their embedded telecomm products. The second part is that we license our voice and Video IP engine to the same customer base that use our platform to build the finished product for their customers.

**CEOCFO: *Who are your typical customers?***

**Mr. Shaw:** Our typical customers are the equipment manufacturers, either white labeled equipment manufacturers or OEM or ODM.

**CEOCFO: *Why would they be choosing Excelocity? What do you offer better, faster, cheaper, easier?***

**Mr. Shaw:** We offer a way to get their products out in the market faster than they can develop on their own which helps them better compete with their competitors

since the product can be delivered within three to six months of time. Otherwise, without Excelocity it usually takes anywhere between eighteen to twenty four months to get it delivered to the market.

**CEOCFO: *How are you able to do it more quickly than your competitors?***

**Mr. Shaw:** We have already developed the framework. That framework is very independent of the platform, OS, and the hardware. It interfaces with different systems, and comes pre-integrated with the functionalities that are required in various types of voice and video IP solutions. It is available pre-integrated on different hardware platforms and different operating systems. That is the reason that we are able to provide it to a multitude of customers who can take advantage of it and build a multitude of products based on our XL-Gateway solution.

**CEOCFO: *How do you reach potential customers?***

**Mr. Shaw:** We have a customer base that we have been working with over the years, in addition to our channel partners who help us reach our customers.

**CEOCFO: *What is the key to keeping up with the changes in technology so that you are always offering the best? How do you know what to incorporate and what might not be really of value?***

**Mr. Shaw:** There are multiple ways that you do it. One key way is that we keep track of all the standards around the platforms that the solutions are based on, so we make sure that we are being compliant with the up to date standards. That is one. Second is that we also continue to investigate and look for the products and what the features and functionalities they offer. Although, products that might be competing with each other, they are all potential customers of ours. Therefore, what we do is to make sure that we offer features and functionalities that look very attractive and when could be available and we think that it could make money for our customers to put into their products. Then we can offer it to other customers and those who could become owners of the product that we license. These are the ways that we keep track of progress in the marketplace and then keep advancing our technology and the platforms to make sure that we can continue to cater to the future needs of our customers.

**CEOCFO: *Your site indicates that you have five key aspects of your business model. Would you tell us about the model and why it works so successfully for you?***

**Mr. Shaw:** The market that we entered after doing a great deal of research, we found that void in the marketplace that everybody was building their own product. This was like four or five years ago. Everyone was building their own products

and to some extent there are some ways that people still do that today. However, we saw that void in the marketplace whereas we could provide a platform that could in a very short period of time be then put it on a customer's hardware platform. That would enable them to build that product in record time. That is the kind of innovative way that we came into the market and started delivering on our promise. We have seen the results that we have the customers that are successful by embedding our solution into their products. We started helping the products delivered in less than six months, but we could not have done it ourselves in less than twenty four months.

**CEOCFO: *What have you personally learned in prior ventures and experiences that has been most helpful at Excelocity?***

**Mr. Shaw:** Personally, what I believe that I learned myself is that dealing with different kinds of businesses and embedded telecomm is a huge market. However, there are different kinds of businesses and helping them to see how they can benefit from what we have to offer. It has been a challenge for us; not so much anymore, because we have been evangelizing this for a long time now and the people do realize a lot of the benefits they get from it. However, at the same time we gather knowledge about how people do things and how we can continue to make their lives better, either in helping them cut costs, including their time to market or both and still maintaining a very high quality product.

**“Excelocity’s XL-Gateway solution delivers on its promise to help its customers build voice/video IP products with high quality, in record time, and low cost.” - Goutam Shaw**

**CEOCFO: *What is ahead for Excelocity?***

**Mr. Shaw:** We have started expanding our market internationally, and we see a growth market not just in North America but elsewhere and work through some channel partners. However, we do see our market expanding outside of the emerging regions like Asia, South America and the Middle East. This is what the newer focus is for us. We are getting ready for the next wave. We are getting very good traction in those markets and also have secured a couple of deals already in those markets; whereas we might be able to help the OEM for example. They are trying to come up the value chain and with our software we can help them go up the value chain. That is what these customers have seen; that there is a value there and they can, in turn, sell it to the labeled equipment manufacturers as turn key solutions, with our help.

**CEOCFO: *How do you reach potential customers?***

**Mr. Shaw:** We have channel partners and we have representatives that we work with.

**CEOCFO: *Why is Excelocity a company to watch?***

**Mr. Shaw:** I would say that Excelocity is a company to watch because our business model is unique. However, it is a model where we enable customers to build their products faster, cheaper and with high quality and with our proven platform that we have developed and at the same time, if we can call ourselves multi platform provider that caters to multiple customers. They could be competitors with each other, but each one of them is our customer.

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**BIO:** Goutam brings over 25 years of executive and entrepreneurial experience and skills in product development and product management. Goutam applies his unique skills for envisioning, designing, and delivering new award winning, high-quality products to his customers on schedule and under budget. He has developed products in the areas of Databases, Internet and Telecom protocols, Network management, Authentication and Security, Policy engines, Voice over Internet, and Mobile multimedia messaging.

Prior to founding Excelocity, Goutam was VP, Engineering at Taral Networks, where he successfully developed the best in class product for mobile multimedia messaging, while building the team from scratch. In the past he has held senior management positions at EmpowerTel Networks (acquired by IPUnity), Bridgewater Systems, and Nortel Networks. Goutam is Technology advisor to Tetraglyph Solutions and Cistel Technology.

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