

Telephony and Unified Communications Solutions For Enterprises and Service Providers



Jerry Stabile
Founder, President & CEO
eZuce Inc.

CEOCFO: *Mr. Stabile, would you tell us the idea behind eZuce?*

Mr. Stabile: About five years ago we saw an opportunity in the marketplace related to the transition of legacy telephony and IPPBX technology within the mid to large enterprise market. That opportunity was that a large portion of the existing market, and particularly here domestically, was transitioning from proprietary Voice over IP to open unified communications systems. Many enterprises were still using PBX technology that may have been as much as fifteen to twenty years old. We saw a convergence taking place and wanted to offer a new approach with a more robust open standards based software solution. Our idea has proven correct and unified communications and collaboration is accelerating within the enterprise market. We are right in the middle of this trend enabling this acceleration.

CEOCFO: *How do you work with a company and when would someone come to you?*

Mr. Stabile: We work directly with companies with hundreds to thousands of employees providing our expertise and solutions. The projects can be a complete communication infrastructure overhaul, cap and grow scenarios as part of a migration strategy, feature enhancements that bring additional capabilities to the installed system, or integration projects that communications enable business process applications. Additionally, we leverage a network of systems integrators, service providers and technology partners to meet the requirements of our customers.

CEOCFO: *So much is changing quickly in communications. Do you find that companies are reluctant to make changes?*

Mr. Stabile: On the contrary, most companies want to benefit from these advances. Unified communications and collaboration stalled over the past ten years. Initially the market leaders gave lip service to open standards in an attempt to maintain control over their installed base. They achieved this by keeping more robust features in their own products using proprietary technology. Additionally, incumbent communications vendors priced new and advanced features with cost prohibitive premiums. Once these proprietary vendors gave in to market pressure for standard based offerings, unified communications and collaboration took off in the enterprise. eZuce is a leader in bringing open communications technology to the market.

CEOCFO: *Do people care how you do it as long as you can do it?*

Mr. Stabile: We have spent some time articulating why "how you do it" is very important. The paradigm shift to cloud computing is actually influencing the technology and how communications are delivered. The shift in IT spending within the enterprise from capex to opex directly favors service delivery. The complexity of enterprise communication requirements present challenges that will need to be addressed but more and more CIOs are trusting components of their infrastructure to be delivered from private and public cloud services. We recently introduced our first cloud service in response to market demand.

CEOCFO: *Are there particular industries that are ahead of the game and more likely to turn to eZuce?*

Mr. Stabile: We have done well in specific markets. We found that companies with a keen eye on value gravitate to our solutions. Value in communications tends to be defined by the impact the solution has on the business in relation to the cost to implement, operate and maintain. We can achieve this value by offering feature set parity with other solutions while lowering acquisition and operating costs. In our case, a great example would be what was accomplished at Red Hat, a global technology company. Red Hat was able to bring a worldwide remote worker population into their corporate communications infrastructure enabling better, faster collaboration to improve product development and time to market. Other solutions were cost prohibitive preventing Red Hat from moving forward and experiencing the benefits.

CEOCFO: *How do people find you?*

Mr. Stabile: We have leveraged the commercial open source product and service delivery model similar to Red Hat. You become part of a global community and culture, many enterprise accounts find us through that process. That is our primary go-to-market strategy from a demand creation perspective and that is how we have grown the company to where it is today. Going forward, we are about to re-launch the company with a new website and branding on all of our products. We acquired a visual collaboration company last year out of Pasadena California and we spent the last eight or nine months integrating the companies and products. We are excited about introducing the combined company and new solutions.

CEOCFO: *What are you offering now that you did not a year ago?*

Mr. Stabile: The acquisition was transformational for us because the one piece in that unified communication and collaboration suite that was missing was the visual piece. Once we embraced the solution, we realized that visual interaction might be the most impactful technology within the enterprise. The fact that enterprises can implement this quickly and start to use it pervasively both internally and externally across their organization is very powerful. The eZuce Viewme solution has completely changed our perspective on communications and collaboration. For example, when we started looking at this technology over a year ago, I used Viewme two or three times a week to conduct meetings with remote peers and so forth. Today I have my meeting space up from the time I login until I leave at night. I collaborate with my team, with business partners and customers all day long. That is the key difference in the way we are presenting this technology to the market. We believe that your meeting space should be pervasive and allow you to choose what format and with whom you communicate. The new versions of the software will allow you to seamlessly transition from a textual conversation to a voice conversation to a visual collaboration. We are excited about that.

“eZuce delivers a platform that can allow you to transition from disparate and legacy communications products to a seamless communications and collaboration experience. We do it in such a way that you can scale to meet the requirements of the entire enterprise. We do it with compliance and security in mind. We deliver more value than any other solution in the market. We believe we do that better than anyone in the industry today.” - Jerry Stabile

CEOCFO: *When you are working with a company, what might you look at that others do not realize is important?*

Mr. Stabile: It started quite some time ago when we originally brought our solution to market. From our perspective, communication and collaboration should be pervasive. Regardless of what screen you look at, or what interactions you have, it should not be a stand-alone product or solution. This philosophy drives our development cycle and makes customers happy with our solution. It is not about the product, it is about using technology to be as productive as possible throughout your day and across your enterprise.

CEOCFO: *Why pay attention at eZuce today?*

Mr. Stabile: eZuce delivers a platform that can allow you to transition from disparate and legacy communications products to a seamless communications and collaboration experience and we do it using open standards. We do it in such a way that you can scale to meet the requirements of the entire enterprise. We do it with compliance and security in mind. We deliver more value than any other solution in the market. We believe we do that better than anyone in the industry today.

CEOCFO: *Final thoughts?*

Mr. Stabile: We just launched a service through the Internet 2 NET+ Service Provider program for our Viewme visual collaboration solution. We are very excited about that and we are getting some good traction within the industry. We will be launching the new combined capabilities of the company at the end of June. Look for our new website to be up at that point. Other than that, we are excited about the market opportunity and we plan to be right there in the middle of it enabling enterprise customers to meet their communication and collaboration goals.

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

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