

With the Mobile Market being the Fastest Growing Market in The World and the Next Wave being to Bring Wireless Network Capacity and Coverage Inside Buildings, iBwave Solutions is well positioned for Growth with their Software Suite having become the Industry Standard for Indoor Wireless Installation

**Technology
Wireless solutions**

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**Mario Bouchard
President & CEO**

BIO:

Mario Bouchard has led an inspiring career path in the wireless industry. He co-founded iBwave in 2003, a company globally serving over 400 leading telecommunication firms, in over 80 countries worldwide, with innovative in-building solutions. He took his 15 years of experience working for TELUS Mobility and Bell Canada, two leading Canadian wireless operators, to create a unique suite of products that would address the needs of the in-building wireless market, soon be-

coming the standard for the entire in-building ecosystem.

About iBwave Solutions:

iBwave, the global in-building standard, serves over 400 leading telecommunication firms in more than 80 countries worldwide, with innovative indoor wireless solutions. Its leading software suite empowers operators, system integrators and OEMs to provide optimum network coverage and capacity inside buildings, where 80 percent of all wireless traffic occurs, while also boosting efficiency and productivity through the in-building project value chain. iBwave also offers quality hands-on training and certification programs, instilling awareness and proficiency in in-building wireless network design.

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

CEOCFO: Mr. Bouchard, what was your vision when you founded the company and where are you today?

Mr. Bouchard: Our vision was to create a tool to help the wireless operators in Canada create wireless networks in buildings. That was the vision initially in 2003. Today, we have customers in more than eighty countries and we are selling to many wireless operators worldwide and other people like equipment vendors. We have created this in only nine years.

CEOCFO: What are you physically providing?

Mr. Bouchard: Physically, we are a software company. Our tool can build a building in 3-dimensions and then install internet and all the equipment that they need and they can actually assimilate what the user experience would be inside a venue. The user experience is using a mobile phone, whether it is a smart phone or cell phone or a computer. Before investing a million dollars inside a venue, you can actually virtually build it, know how much it is going to cost, know what is not going to work, fix it and then actually build it.

CEOCFO: How can you be sure this simulation matches reality?

Mr. Bouchard: The hardest part is to actually create those tools and virtually recreate what the reality will be, so we are working hard with a bunch of PhD's, but also our customers, in order to really understand the behavior. Then, we try to assimilate it.

CEOCFO: You mentioned stadiums; what are some of the other events or applications that people might not think about that you have been able to run smoothly?

Mr. Bouchard: Pretty much everything indoors, whether it is shopping malls, convention centers, airports, skyscrapers, subways and underground cities. Montreal, just because it is very cold has about 30 kilometers of underground tunnels, so people do not get out during winter, they stay inside so all of that is covered by cellular coverage. When you have a smart phone you can walk under the city, normally you would not have coverage but because of the opera-

tors installing it underground, it is working. Any type of venue like this would be covered.

CEO CFO: Are there any geographic areas where you do not have a presence or you would like more of a presence?

Mr. Bouchard: Obviously, our goal is to keep expanding and penetrating every single country. I think the evolution of mobile is what will help us gain even more traction. We live in a reality here in North America where pretty much everybody has a cell phone, which is not true for all countries. Africa is not a place where we have many customers, they are behind in technology. We are strong in other regions and every year we see more regions popping up. Last year we were strong in Canada, the US, and the Middle East and Latin America and Europe were popping up. Every region has its own timing based on customer demand and based on cell phone penetration and technology.

CEO CFO: How do you know what is going to stick around that you are going to need to incorporate in your product?

Mr. Bouchard: You travel often and you stay close to your customer. Being on the road and being in front of people, traveling the world and talking to your customer because they are the one paying and they understand their own budget.

CEO CFO: Do you work with one event at a time or on an ongoing basis?

Mr. Bouchard: Normally, we are selling our product; a customer would actually deal with the stadium itself. Let us say we are selling to AT&T and they say they will do fifty stadiums this year. They will be the one taking care of all stadiums using our product suite and we would support them once in a while but most of the time we will be providing the software.

CEO CFO: What is the competitive landscape and why should people use iBwave?

Mr. Bouchard: Fortunately, we do not have many competitors. We have a few mom and pop shops making maybe five or ten percent of what we are doing, but any serious competitor where we have to bid against them and lower our price, we do not have any and it never happened before, so we are very fortunate.

CEO CFO: In August you upgraded to your product suite; what are some of the newer features and what might you be working on that is up and coming?

Mr. Bouchard: We predict the ways we will be propagating inside the building. We redid everything and started from scratch. We rebuilt the whole engine in about a year and a half and we invested quite a bit of money in order to be faster and more precise. We introduced new tools now running not only on PC, but also on

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the cloud because the cloud is very popular but also running on iPhone, iPad, and any kind of tablet or smart phone running Android. We are trying to accommodate many people working together and help them to collaborate whether using a PC when they are at the office, using their mobile device or tablet when they are on the road and access all that data on the cloud.

CEO CFO: Who is taking advantage of your training and certification programs?

Mr. Bouchard: The people that are using this are mostly the users of our platform. Say AT&T has two hundred users of our products and those two hundred users would go to our level one, two and three certification. AT&T is actually working with many subcontractors and because they have too many projects, they also outsource

many projects so they are asking those subcontractors to use our platforms, and be certified as well. With quality of design and quality of processes, they ask everybody to be certified.

CEO CFO: How do you continue the growth?

Mr. Bouchard: I am a strong believer in strategic planning and we have a nice practical plan every year. We set goals for ourselves and make sure that we have the team for it and then you bring that practical plan between all the departments. Everybody is in charge of delivering part of that plan. It is starting from the top, building something, so we spend about two months building technical plans for the year. We just split it and we make sure we deliver it. We have done this for nine years.

CEO CFO: You had a background in telecom before you founded iBwave; what are the most important things you learned during that time that you were able to bring to the company and really help you get it going?

Mr. Bouchard: Actually, starting a company is very different from being an engineer because you have to be good at everything or at least know a little of everything like finance and sales and marketing and all that. What I have done and I would say is good advice, is to put your ego on the side and surround yourself with better people than yourself.

CEO CFO: Why should the business and investment community pay attention to iBwave?

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