



Sidonis Ltd.


Wireless Start-Up Festival '09

*Powering a new generation
of service assurance*



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About Sidonis

- ▲ Sidonis
 - ▲ Formed in 2006 - a software product company
 - ▲ Based in central Bath
 - ▲ 10 staff
- ▲ Founders
 - ▲ Don Keir
 - 25 years experience in IT & telecoms
 - Technical and strategic business level consulting
 - ▲ Martin Hobbs
 - 25 years design experience – telecoms OSS
 - Technical design and product architecture
 - ▲ Carol Hopperton – joined in 2008
 - 20 years experience - start-ups, Cramer Amdocs (head of Commercial & Legal)

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StateWise – the product

- ▲ StateWise software product launched 2007
- ▲ Version 2 now, version 3 in 2010
- ▲ IP protections:
 - ▲ Patent pending application (network modelling)
 - ▲ 3 trademark applications



Sidonis™ StateWise™


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Market Forces & Service Assurance

- ▲ The challenge
 - ▲ Daily network downtime costs \$3M-\$10M (\$125K-\$400K/hour) (Strategy group survey 2007)
 - ▲ Loss of revenue, brand impact and loss of customers a major concern
- ▲ Service Assurance is increasingly difficult
 - ▲ the nature, scale and complexity of networks has changed
- ▲ The service assurance task exceeds the capabilities of current systems

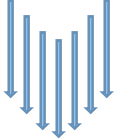
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Where StateWise wins

- ▲ Can tackle problems that would otherwise be impossible
 - ▲ using a unique virtual network and service model
 - ▲ turns high volume, low value → low volume, high value
- ▲ Rapid solution deployment
 - ▲ weeks rather than many months
- ▲ Speed of operation
 - ▲ problems and impacted services are identified in seconds rather than hours

*High Volume
Low Value*




Information Overload

↓

Clear, Concise Information

↓

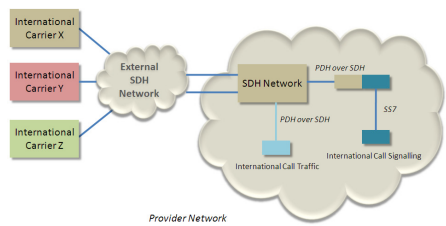
*Low Volume
High Value*




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Case Study

- ▲ Middle East - national provider routing call and signalling data from international partners to its subscribers
- ▲ Service Level Agreements (SLAs) with international partners



- ▲ **Original solution**
 - ▲ Operations staff needed to be 'end-to-end' network experts
 - ▲ Lacked cross-domain correlation
 - ▲ Lacked relationship to services
- ▲ **StateWise solution**
 - ▲ Modelled in a few weeks
 - ▲ Achieved provider's top priorities:
 - rapidly and accurately detect problems & loss of service
 - able to accurately identify effect on SLAs



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Markets & Partners

- ▲ **StateWise™ is deployed in:**
 - ▲ telecoms
 - ▲ digital TV broadcast
 - ▲ transport
- ▲ **via**
 -
 -
 -
 - + major OEM**

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Next steps

- ▲ **Strategy**
 - ▲ Aggressively attack telecoms (global OSS revenue to increase to \$63 billion by 2012)
 - ▲ Exploit the Managed Services market
 - ▲ Target Smart Metering in utilities sector (global infrastructure spend to reach \$21 billion over next 5 years)
 - ▲ Establish new reseller and OEM partnerships
 - ▲ Exploit existing partner base
- ▲ **Objectives**
 - ▲ Increase turnover by 250% from last financial year (on target)
 - ▲ Self-funded to date, but looking for investment of up to £1M to fund expansion
 - ▲ Plans to grow by further 10x to £10M in coming 4 years

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