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Juan Carlos Castañeda

Paul Estrella

**START OF TRANSCRIPT****[00:00:59] Juan Carlos Castañeda**

Good afternoon to everyone and we welcome you to this webinar organized by TELONLINE on Technology and Telecommunications and like every Thursday, we are here presenting different topics and special guests who accompany us, especially the theme of telecommunications. In the webinars, in the previous webinars, we have been talking about everything that is the voice over IP part, and today we will enter with a very special guest who will tell us quite interesting topics. But before we start I remind you that you can ask us questions through social networks. Those who are following us right now through Facebook or YouTube. With regard to the issues, we're going to work on. In the previous webinars, we were talking about the SIP Trunking issue in the CloudPBX part and the last one. We talked about a particular product about the PBXAct and we talked about that particular product, is manufactured by the company Sangoma and for TELONLINE is very important or has been very important for all its development and growth since the beginning, since the foundation of the company. Having strategic partners, strategic plans not only here in the United States, but internationally and many of your partners create a very close relationship. They are the manufacturers, the product manufacturers, and one of those manufacturers that has been working with TELONLINE during the last years, providing solutions and software and hardware that have been an important part of all the development and solutions that TELONLINE presents to its customers. It's a Sangoma and Sangoma company. It is a company that has been in business for over 30 years. Even in the last few years, it has been growing quite extensively, where the company has been acquiring new companies and is even a company that is quoted on the Stock Market and today we have a very special guest. We have the director for all of Latin America for sales, Mr. Paul Estrella, Paul. How are you?

**[00:03:08] Paul Estrella**

Juan Carlos, thank you very much for the invitation, huh? All very well. For this region of the planet.

**[00:03:16] Juan Carlos Castañeda**

That's good, that's the Latin American part. Quite an interesting region, isn't it?

**[00:03:21] Paul Estrella**

Yes, a region with a lot of cultural diversity. E Many countries there are many. Well, each country has its own policy, it has different opportunities, so if an interesting regime, quite a lot of culture is true.

**[00:03:39] Juan Carlos Castañeda**

Even talking about Sangoma, it's not only covering all of Latin America, all of Latin America and the Caribbean, but also the United States and even Europe, right? Paul?

**[00:03:51] Paul Estrella**

Yeah, well, uh. One of the things that somehow Sangoma has its genes is that being a Canadian company, the Canadian company is the market that there is in Canada. It's not as big as America. Well, then they're the default Canadian type of company. They always look to globalize any solution they make because the market is so small, so they have a lot of experience working in different parts of the world. We are actually in all five regions, we have offices all over the planet.

**[00:04:26] Juan Carlos Castañeda**

Interesting, quite interesting. Look, there's a part I'd like to play in terms of what you've made known about Sangoma. It is really the people who follow us some knowledge about Sangoma, suddenly they know something particular, some product or some solution, but they do not know many about Sangoma and other companies or customers do not know about Sangoma. Why don't you tell us a little bit about something? Tell us about Sangoma, who have they?

**[00:04:54] Paul Estrella**

Sangoma is a Canadian company that was born in 1984, eh? It has proven financial performance. You mention that a company listed on the Canadian stock exchange like this is a public company is one of the strengths that the company has in some way because all the decisions that are taken as a product in terms of business development are always made taking care of the price of the stock of the company. Not anymore, these are not decisions that are made arbitrarily. We somehow one. One, one. A benefit for the customers who work with us. We don't have a global presence of our own. Our headquarters are in Toronto, Canada, but we have offices in the United States. Some of us have an office in Medellin, an office in Guayaquil, Ecuador. We have an office. Europe's main office is operated by Great Britain. There are a number of smaller offices throughout Europe. Likewise, in Asia and Oceania as well. So we have a presence in different parts of the planet. Right here in Latin America, we have about 30 people working for the company in different areas sales, presales in the part, software development. In several we owe the various products we have now and the training director of Sangoma, for example, is Latin American. Then you could say that we are a company, that we are already somehow globalized. We are not, we are the Latin Americans. Among Sangoma we have a very, very important presence through the acquisitions we have made. Well, there are about 350 of us today. Not everyone. And from the year, from September 2018, we're going to talk about that later. We are the company that sponsors the two largest open-source IP telephony projects in the world.

**[00:06:56] Paul Estrella**

FreePBX and Asterisk

**[00:06:59] Juan Carlos Castañeda**

Interesting. Pretty interesting now, since you position us on that and what we mentioned initially in the growth that Sangoma has had, why don't you tell us a little bit about the history? So how has that growth been at the company level over the years?

**[00:07:15] Paul Estrella**

Good, huh? Yes, well, Sangoma, is one more company that started doing very specific projects. Now on that sheet you're looking at two or three phone cards. And I included them there because for an important reason, no, because many people meet Sangoma more precisely because it was a manufacturer. Telephony integration card for both digital telephony and.

**[00:07:40] Paul Estrella**

analog telephony.

**[00:07:44] Paul Estrella**

But hey, that. That has changed radically since 2010. No, but the main and initial stage of Sangoma is important to mention because, in the year 2000 when the topic of voice over IP began to take hold, thanks to Asterisk, it was not a project that somehow massified and democratized the topic of Voice over IP implementation, right? There was an important component that was missing that was the linkage part of traditional or legacy telephony. This new technology that is emerging, which was Voice over IP telephony. That's the middleman. He was doing a very important job like that, wasn't he? Because not only did it allow the implementation of telephony using Asterisk to become a reality, but in a way it already allowed it to become mass-produced as well.

**[00:08:39] Paul Estrella**

So, since we were the integrators of the Zela telephony part, the ones who were making this connection, then Sangoma became very strong at that time.

**[00:08:49] Paul Estrella**

In the years 2000 and 2010 in projects in which Sangoma cards were used with different distributions of Asterisk and other distributions. At that time, obviously people identified Sangoma very much with the issue of board manufacturing, but it is because of the year 2010 that a stage of expansion begins in which, and for an important business reason, truth, we began to develop new projects and also to acquire new companies. That, well, the time has proved us right, not the issue of telephony integration and it has been decreasing all over the world. Yeah, yeah. Many countries, the vast majority of countries, at least in the Americas, use SIP-telephony. Then the integration part of telephony is through cards or through Gateways is no longer so essential. So we, with the acquisition of certain projects, have managed to expand our catalog and make it much wider. In the year 2015, we acquired the company Schmooze and its assets which among them was Free PBX, which is one of the most-used open source software by distributions that make use of Asterisk for the implementation part of unified communications. And from there we started to develop several products. For example, PBXAct, our phone line was born from that acquisition and we started to do projects much more oriented to make a point to point connection, from the end-user. The person who picks up the phone and makes a call to the operator side, in that line we managed, we managed to generate a number of products that makes us in some way a single brand manufacturer, In the following years, we made other acquisitions, in 2017 we acquired VoIP Supply, which is a distributor that is well known especially among open source integrators, right? This one very, very much. Many of the phone lines that were in use then about ten years ago, people would purchase them through VoIP Supply. Then in 2018, we acquired the SSD series from Dialogic's CCD division, just that division.

**[00:11:07] Paul Estrella**

Now I understand that Dialogic was acquired by another company as well, so that's it. It's one of the brands that no longer exists. In this, in two years, these five or six years you will have realized that there are many brands that have already ceased to exist or were acquired by others or simply merged. So it's at least the trend to the market, not to the strongest brands or those that have the vision to move forward in some way, right? Fortunately, we are in that group, not in the consolidation group, right? And well, in the September 2018 acquisition, which was Digium, that somehow corroborates it.

**[00:11:45] Paul Estrella**

From September 2018, with the acquisition of Digium, Sangoma becomes the sponsor and main developer of Asterisk, which from my point of view and being a person who has worked a lot on the OpenSource issue in these years, is probably the most important telephony destruction in the world for the development of projects and also for the development of new products. Last year, the last acquisition we made was at VoIP Innovations, which is a whole reseller carrier that serves smaller carriers with a number of tools and also with telephony operation. This year we launched and that's why I'm showing it. There's a timeline. We launched an application called Sangoma Meet.

**[00:12:38] Paul Estrella**

And well, we did it mainly for the pandemic issue, not to give our partners and our customers a tool they could count on to start being. Continue to do business, no, especially now that a lot. Many employees had to move home, then Sangoma Meet. For now, it's free, you can use it all.

**[00:12:59] Paul Estrella**

Now, those of you who are talking, if you don't know it, if you are more in a niche, those of you in this webinar, if you don't know it yet and need a tool for video conferencing, can use Sangoma Meet eventually in the following months. We're launching a commercial offer, not to keep that product in the future. And well, for you to finish that timeline I just showed you. That's the new Sangoma logo for those who haven't seen it yet. Or they already knew him and had another logo. And those other two logos are a bit of a replacement for what was PBXAct and FreePBX too. So that, that as a bit of history of what Sangoma and how we have been advancing in time, as we have been somehow consolidating in this market interesting.

**[00:13:49] Juan Carlos Castañeda**

And there the logo, that new logo, has a relationship with the Digium logo, right?

**[00:13:53] Paul Estrella**

What you're looking for is somehow to try to combine these two companies, isn't it? And as you can see, this just, the "O" is used much of what comes to be the symbol of Asterisk. That is, it is placed as part of the Sangoma genes by putting the asterisk included in the logo.

**[00:14:17] Juan Carlos Castañeda**

Interesting. And I see that if you're really talking about there having been an acquisition over the last nine years of more or less how many companies? About six? Seven companies around, right?

**[00:14:29] Paul Estrella**

About yes, about seven companies. Mummy's interested in that.

**[00:14:34] Paul Estrella**

In some cases, most of them, I would say projects, we have not seen projects that have this potential. And no, I wouldn't say that in some I don't think the word acquisition is so fair, but rather the somehow investment of those projects, bringing them to the side, one side of we can do things differently and get stronger. So I think that that would be a more, more, more interesting idea to focus on.

**[00:15:06] Juan Carlos Castañeda**

Okay, okay, interesting. Well, having these companies we see that we already see several products, including those that speak to us that are so based on Asterisk, the other Open Source that is the FreePBX and we see several other brands. Why don't you tell us a little bit about these products and the solutions that Sangoma has so that we can understand a little bit more about how much we can work with Sangoma's solutions?

**[00:15:28] Paul Estrella**

Of course I do. Well, the important thing is to start at the bottom, right? Asterisk and FreePBX are the open source software for what is the world's largest communications. The truth is that in a way all our products are based on Asterisk we see it as a development framework, which is used not only by us, but by other distributions as well.

**[00:15:55] Paul Estrella**

The same FreePBX not preppy, moreover, is a unified communication application that gives life to Asterisk because it is really a graphical interface that allows us to make all the PBX configurations in a simple way. And that allowed it to be used by other telephony projects as well. Here are some Asterisk numbers. Last year we already exceeded 20 million downloads and more than 400 active contributors, fifty-six thousand active forums on the Internet. I

mean, that's how many people in the world use Asterisk. It's really impressive. FreePBX also has about 29 thousand downloads per month, about 154,000 visitors to the FreePBX .org website. And we have only within our database about 131 thousand active users per month registered.

**[00:16:52] Paul Estrella**

That means that there are many more because being both make open source software open source solutions.

**[00:17:01] Paul Estrella**

It doesn't necessarily force you to have contact with the manufacturer. You can download the software and you can go straight ahead being projected. So the possibility of more integrators is much greater.

**[00:17:16] Paul Estrella**

So, huh? These two. These two solutions are the ones that give life to many of the solutions we have, as you can see in that staircase that goes up, eh?

**[00:17:27] Paul Estrella**

The basis of our next product takes definitely for the part of unified communications Asterisk and FreePBX really and it. And it. And he materializes it in two key products that are on that ladder. One is PBXAct and one is Switchvox.

**[00:17:43] Paul Estrella**

Both. Both solutions are oriented to the corporate market, right? And they're looking to somehow give all the unified communications functionality and extend it as far as possible with other projects. Not on the road. You can see we have another one. Other solutions. All that is the part of telephony integration with gateways, and cards, also Session Border Controller, which not only allow to make an integration at SIP level, but also give a degree of security to all our implementations. Not also like IP phones, headsets, desktop applications, this one we have an operator, this one from two SIP operators in the United States, one is SIP Station and the other is SIP Depot. And also we have now with the acquisition of VoIP Innovation platforms for the part of tools for all that is solutions as a service, not? I mean, stop. For companies that are operators that need to provide customers with cloud tools.

**[00:18:46] Paul Estrella**

So that's somehow the product catalogue we have there. There it is. Somehow it is exemplified in a very condensed way. All that is now Sangoma, Sangoma's is just being a card manufacturer ten years ago. You now have over 2000 products in your catalogue with point to point products, not point to point connections.

**[00:19:12] Paul Estrella**

So that's a bit to talk about what Sangoma is, and our natural evolution of our business. Unified communication is about 1.5 million unified communication seats globally and at least in our In our ecosystem, 25% of our customers are currently in the cloud, not with projects we have in the United States and Europe.

**[00:19:42] Juan Carlos Castañeda**

Interesting wow!

**[00:19:43] Juan Carlos Castañeda**

So you're going on or that's the final part, what you're talking about is that the whole unified communications part, everything goes to the cloud and basically all the tools we have. I imagine that I can have all the options as a customer, or have my service in the cloud, or have my equipment, my appliances, take them to the cloud and be able to manage it, quite interesting because there are quite a few products.

**[00:20:05] Juan Carlos Castañeda**

Now, now, we no longer see Sangoma as what you initially said as a hardware supplier of interconnection cards, but really a whole range of products of both software and hardware, a lot of software, but more solutions to be able to present to the final customers, which is what they need according to what is evolving today the world we all work from home as it is happening today. And not only what is going to happen now, but many companies are going to opt for this type of technology for the future. Now watching you talked to us like at the end is the part where you told us how the growth and during the last years about a product that is quite interesting. Today that we are working on everything that is the subject of the video, you talked, you did not tell us something about meet, a program that we can download. Tell us a little bit about it. How is the messaging part of the Unified Communication that video part? And what is the future? What is the projection of all that Sangoma is visualizing about what is to come and the advances in all that part of telephony?

**[00:21:08] Paul Estrella**

Well, the topic of unified communications is already from the tools we have, which are this FreePBX and Asterisk we have already developed.

**[00:21:16] Paul Estrella**

Let's see, somehow we have embedded in our core the functionality to make unified communication. Regarding the video issue, well, punctually with Switchvox and PBXAct we are now developing specific projects in which, for

example, already, everything that is using video is done through those of the unified communication clients that have both PBXAct and Switch vox.

**[00:21:45] Paul Estrella**

Okay, but at the videoconference level, we are really betting on this new project that is Sangoma Meet, which must have a differentiator in some way, right? Because the issue of video conferencing differs slightly from the telephony part, not this one. Although there is one component in common which is the audio part, the rest is uh, has a differentiator. So, how to integrate the video conferencing part into normal communications? It is a topic that we are working on ourselves and we see that it is a challenge that cannot necessarily be covered so transparently.

**[00:22:22] Paul Estrella**

For example, this week we had a talk, also another webinar and someone asked us how we can or what advantages we have regarding zoom. The telephone part, then I see that customers are still not clear what it is, what the potentials of each tool are and they tend to confuse that part. So, on the subject of unified communications, it depends on what we want, doesn't it also? In our case, what we are looking for is what we have to allow and empower to have more integration with other real solutions, so that for example, if there is unified communication, but either other software solutions that are not necessarily telephony, not through integrations that we are working now because the part unified communication through audio and video we already have with these products. So really, really that's our vision, to try to integrate more with other solutions.

**[00:23:21] Juan Carlos Castañeda**

Oh, how interesting now what you say about Meet to the Sangoma Meet solution and many people will love it.

**[00:23:29] Juan Carlos Castañeda**

You're, you're gonna work on something like I can replace it if I'm using Zoom. Can I change it to Meet or what?

**[00:23:38] Juan Carlos Castañeda**

What else am I gonna find with Meet?

**[00:23:41] Paul Estrella**

Well, I mainly like the things I like about Meet, being a user that well, you must have tried it quite a bit during the pandemic too. One of the things I like best about Sangoma Meet is that it's not needed at all. One applies to any application.

**[00:24:01] Paul Estrella**

You, for example, when you enter the service that is done through a browser, simply set up the conference through a link. The truth is that you send it to someone else to enter the conference, but that person doesn't have to log in because they don't have to make an entry, which is a differentiator from my point of view. Very interesting. Why? Because I think people are trying to get out of the closed view, out of the proprietary, not that I have to have a user on a system in order to belong to a call or belong to a conference.

**[00:24:43] Paul Estrella**

So, from that point of view, I like Meet very much because it allows you to make it very easy, right? And besides it allows you to do what people now even people, what they need most is to get together. So you need to make a clear conversation that has video, that can add quite a few people, that can all have video, that can do screen sharing, among other things. I think. I think that's the basics. Zoom as a tool has a lot of very very interesting functionalities, but for day-to-day use, for internal meetings.

**[00:25:15] Paul Estrella**

Meet looks a lot simpler to me. And I tell you this because, for example, being only four people that we are in the commercial part in Latin America, almost all our meetings we do for me.

**[00:25:29] Paul Estrella**

And we do it because it's simple, just enter a link and I'll pass it on. If it were for another tool with which to interview income, the best thing would be a little more tedious. Maybe we wouldn't use it. But that's one of the things we like about Meet. What we're gonna do about Meet in the future. Well, the idea is that as how it has to transform into a more commercial product. Currently, it has no price, no price per month, no price per download anything, but it is free. But since it has to be transformed into a commercial product, we are thinking of adding more advanced functionality to it. For example, call recording, scheduling, connecting through an eastern SIP trunk for external calls. For someone who can't get into a browser, then all those things are being added to give it more functionality.

**[00:26:19] Juan Carlos Castañeda**

To make it stronger if it's true, look, the video theme has become more and more in this era, right? This year has been amazing.

**[00:26:25] Juan Carlos Castañeda**

Everything by video and what you mention is quite interesting because this kind of solution has to be very convenient, very easy to work with. In other words, I don't have to complicate myself, because not everyone is a

technician and not all companies work in technology or telecommunications. There are all kinds of companies and the idea is that they simply click to enter directly to a support room, attract or if possible a password to access, but that is simple. And that's what I have also found in Meet, that it is a simple application to work with, that I can work directly from my phone, from the computer, from my laptop or from my desktop and that it is easy and simple and that I can work with all the options that it gives me, what is really needed. The part of integration with other platforms I think is something very good, because if I already have my PBXAct for example or my FreePBX and want to integrate it to generate calls or conferences today that what you want is a pretty interesting tool that complements what I have to work all that is the subject of video conferencing, which today is quite strong and what you mentioned before not? Excellent Paul, I think it's great that you're telling us all this. We see that basically Sangoma comes with a lot of strength, with many products, it is always at the forefront of what is happening, because what we have experienced, what you say, that is, in recent years the transformation has been great and many companies that no longer exist, that is today or have become much merge with other even large companies that have been doing merge with other companies, but always looking and going, walking at the pace of what the market demands. Paul

**[00:28:03] Paul Estrella**

Yes, I think it's one that has to be understood as well, which is the vision of our CEO and also of the group that belongs to the board of Sangoma.

**[00:28:19] Paul Estrella**

It has been very intelligent, not in the sense that you have seen that this market has a very specific dynamic, right? And they got on that train, actually, because we could have done nothing else and just kept making cards, huh? Because maybe they didn't.

**[00:28:39] Paul Estrella**

We didn't have the number of developers at the time to start generating product and that simply wouldn't have disappeared. But that wasn't the idea, not the idea. When making a business is trying to lead into the future. In that sense, Sangoma is a company that seeks to keep up with innovation and look for opportunities too, if there are opportunities with projects that we see that are emerging, that have the possibility to go further and we can help you. I think that's the vision too. Interesting.

**[00:29:08] Juan Carlos Castañeda**

That part is very key and very important and really based on what you just mentioned. Paul is the alliance in which TELONLINE has created with Sangoma, that strong alliance of projects and alliances to be able to generate what customers are really looking for and need, is to unite that strength and engineering of both manufacturer integration and projects to be able to work. Look, for an interesting thing, here they already ask us something with which we are talking about the evolution of everything that is happening and they ask us a question.

**[00:29:39] Juan Carlos Castañeda**

Here they say what is the future of the desktop IP phone in the offices will evolve? A very interesting question because you mentioned before that the video part that is very easy and in the offices how will be all that issue at the hardware level of devices are going to follow how you see it, how maybe Sangoma projects it or is it going to be on the smartphones or is it going to be just on the phones, the softphones with all the solutions that Sangoma has today for the smartphones and for the desktops, how do they see that projection part?

**[00:30:09] Paul Estrella**

Well, having the phone thing is something that's not going to go away that fast because there are still old guard people. I learned to dial on a dial-up phone. And even though I use the phone much less, there are other people like me who are very used to the phone and to use it. They see it as simple. And the phone will still exist. What was going to happen more strongly is that the applications end up on the devices that we use almost every day, which are definitely two, it gives us the computer and the smartphone and the smartphone, maybe more, because we carry the smartphone with us everywhere, right? Then all the applications will definitely end up there. Now, what I've seen personally for ten years now is that there is still a small struggle in trying to understand how to put it in the right way on the smartphone. Okay. Because of different issues, because of a developer compatibility issue, we know that there are two developers who dominate that part of the market. So, in terms of compatibility, there are still things that need to be corrected in terms of security. You also know that the smartphone is a device exclusively in remote embroidery, which I have already added in the design part the premise that we have to somehow protect that communication, not the communication that exists between the smartphone and the PBX or the unified communications server or any other device with which you are communicating. So that's the point, don't try to make the application much safer and easier to use on the smartphone and then strengthen what you already have at the desktop level. One of the things I also mentioned in this week's webinar we had on Tuesday was that I still see that in some Latin American countries, when they go to work on bases, you know that there are bids made for different projects, both in public and private companies.

**[00:32:23] Paul Estrella**

Still sometimes video desk phones are named.

**[00:32:28] Paul Estrella**

What do I think is going to happen? Well, that's that particular device, it's going to disappear completely in the next few years, because. Why? Because at the development level it is much easier to work on software. You don't, do you? Generate it. Software updates, whether for a smartphone or for a laptop or PC, that already have the ability to make a video.

**[00:32:49] Paul Estrella**

Also, that to be working on hardware that is already manufactured and try to fix, to update the firmware every time there is a new one. There's a potential functionality that comes out. So I think that's gonna, that's gonna go away soon, right? Apart from the fact that from my point of view it was not a computer that was used so much that unified communications had a predominant factor in the market in the past years, not, for example, the softphone in which it was in both the smartphone and the laptop. So that's what I think is going to happen. Now we have to work a little more on trying to establish the necessary degrees of security, because as we are all working remotely now, right? Somehow this one. Those communications have to be protected.

**[00:33:38] Juan Carlos Castañeda**

Very true, but interesting what it says. Yes, and it makes a lot of sense because at the office level, even working from home, having a different headphone than the app I'm working on is also important to make it feel separate. And the most important thing that you mention and the security that the communications are safe at the level of the phone, that I don't have any other application on the computer, that soon I can damage the quality or also that I have some access to my conversations, but that I handle all the security issue, encryption on the voice and on what I'm handling there. So we see the phones are still going to have. You still have your time, I'm not going to run out yet.

**[00:34:18] Paul Estrella**

By the way, today there are still many people who are not so technological and who need to have the phone. Sometimes I feel like picking up the phone, too.

**[00:34:27] Paul Estrella**

But. But I think that's disappearing already, no, because people are too. E. Working from one of the things that we as manufacturers have to do and understand is how people behave, what people are looking for. People, huh?

**[00:34:45] Paul Estrella**

He doesn't make so many phone calls anymore, they say Hello! Many times it's true, certain things he does through applications, through chat and things that are much more, faster, simpler. For example, look, just to give you an example, maybe you're in an attention chat and in a chat, you have the facility to leave a message and you go and maybe they answer you later.

**[00:35:11] Paul Estrella**

And that's where the conversation starts when you make a phone call looking for an answer, I guess you have to be on the dial all the time until I answer.

**[00:35:20] Paul Estrella**

It happens differently with messages. It's the same as with an email, it sends you an email and you won't necessarily get an answer now, but when you get an answer the conversation begins.

**[00:35:28] Juan Carlos Castañeda**

So I think that of all these things we manufacturers have to look at and adopt and allow them to be integrated into what we already have.

**[00:35:36] Paul Estrella**

So the chat topic is very important, the topic of recording conversations, recording attention, this is an important topic, that is, adopting a little bit of the policies in the contact centers towards the more common business part, I think.

**[00:35:52] Juan Carlos Castañeda**

Okay, but that part you say, the communication thing. However, there is one question here that we are asked to address at the contact center and call center level, i.e. contact center.

**[00:36:02] Juan Carlos Castañeda**

When we talk about all the chatting that we have today, communication via WhatsApp or that kind of voice, but in the video part and in the voice part here we are asked at the level of unified communications would you expect growth in video calls for contact centers, that point is quite interesting?

**[00:36:22] Paul Estrella**

I think so, but mainly for a certain type of contact center, for example. One, one. One. An ideal type of vertical for that is the hospital issue or the issue of forgiveness, of medical care. If you have, for example, if you have, for example, a number of doctors who do triage, you already have to do it, for example, remotely to generate an appointment.

**[00:36:54] Paul Estrella**

So, put in a video call for that, then you call to set up a video call. And then a doctor already looking at your face, looking at your face, talking to you, or trying to treat you differently than if you only talk on the phone, the expressions also give you greater ease of attention. So I think that if it goes if the video call is going to reach the contact centers, but maybe not all of them. Why? Because. And I don't know if this happens to you, but here in Latin America, it is very common for an unknown number to call you on your cell phone. You don't know who it is, but when you answer you realize that it is a call center. Then the best thing is something you don't want to attend. So imagine, moving that attention to a video call. Maybe I don't want it. You don't want it to be that way. That's why I say yes, it will come, but it depends on the scenario and why not when you need, for example, I think the scenarios where you really need to give support or after-sales service to a customer or personalized attention to a person who needs it.

**[00:38:04] Paul Estrella**

Today I think that if you go there will be a lot of implementation of video calling, medicine, product sales, support, that kind of thing, not legal assistance as well.

**[00:38:17] Paul Estrella**

For example, it may be something you can adopt. You should see this one too. In the case of medicine, for example, much depends on the decision made by the big players, and here in Latin America the big players in the medical field are often the government, because governments have the largest mass of citizens through the Social Security institutes. So those are the means where you can really massify that kind of technology, but there is one, there has to be one more decision at the level of government, I think, for that kind of application.

**[00:38:54] Juan Carlos Castañeda**

Well, yeah, sure. And from your laws and regulations, no, what you do, every country, every that is another.

**[00:39:00] Paul Estrella**

I remember Jorge.

**[00:39:02] Paul Estrella**

I remember when the pandemic began in a group of friends commented that thank God they understood that teleworking is something that had to be implemented and I, being a person who has more than six years working in teleworking, I can tell you that there are good things and things that are not so good. But at the level of the law in Latin America, we are not prepared at all for teleworking. And then there's a theme. We may have the tools at the technological level, but not at the legal level. And that's a topic we'll be looking at in the next few months. Unfortunately, it's going to be a very negative subject. Why? Because the legislation isn't written for teleworking. Hey, if I go home like a boss, you can give me an expedition or a job. I mean, there's, there's no way because I'm in an environment where he can't necessarily control me. And the law doesn't tell you to pay your employee based on the responsibility he or she fulfills, does it? It's not that simple. So technology makes many, many tools available to governments.

**[00:40:07] Paul Estrella**

But we also need governments to go along with this and work and legislate along with it so that all these improvements can be made at the level of technology.

**[00:40:18] Juan Carlos Castañeda**

It's true, we even talked internally here in the company, that technology always goes much further, as everything comes. I mean, it's always generating new things, new solutions. But obviously the regulations, regulations, everything goes to another level, to another.

**[00:40:32] Paul Estrella**

That's right. There goes a much, much higher level. Slow down.

**[00:40:37] Juan Carlos Castañeda**

Okay, yeah, right. Well, but the interesting thing is that here's the technology. Right. Here the good thing, the technology, is that it can be coupled according to the need of the customers, according to the ideas of the market, of what is happening. But the interesting thing is that this technology and this that we are talking about has helped a lot of companies to have their sales force, their commercial force, their cost force. Mercer saw working remotely and being able to spend these moments that we are seeing of pandemic, then it has helped a lot. The whole unified messaging theme, the whole cloud theme, the whole PBX theme, the whole voice and video theme, which has been one of the strongest tools worldwide, not just in one country, in another, but all over the world. And one interesting thing we've discussed critically is the medical part. Very strong on the issue of education. Pretty much. It has grown a lot in that sense, and obviously the companies, any company that needs to work and can connect remotely and has that means of communication, is that part of the voice that many companies and solutions to Fando. What Pohl was saying is that they have that core which is Asterix and they have solutions that are on top of it, which suddenly can be all that FreePBX is about.

**[00:41:52] Juan Carlos Castañeda**

So.

**[00:41:54] Juan Carlos Castañeda**

Paul, thank you very much for this interview, for this webinar, for participating with all of us, for answering all the interesting questions that all of our listeners are asking. I think we have learned a lot from Sangoma, we see what the projection is, what is coming in the market and it is excellent to count on you and your support to be able to work on many projects in the whole region of Latin America and the Caribbean. And to all of you, to all those who follow us, we also thank you. Remember that you can contact us through social networks, through Facebook, Twitter, or Instagram. You can also subscribe through the YouTube channel and be aware of all the updates, webinars, and everything we are doing. Thank you all very much again. Paul Again thank you for that excellent presentation and to everyone have a great day.

**[00:42:46] Paul Estrella**

Thank you. Good afternoon.

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