

Company Overview



“APEX’s quarter of a century of success is firmly built upon the strength of all its dedicated employees, its passion for product excellence, and most importantly its tireless and unwavering commitment to Customer satisfaction, without which no Customer would return to purchase from us again.”

Ben Levy
President



The Foundation for Network, Customer Care, and VAS Services...

With over 15,000 installations across 100 countries since 1989, APEX is a global provider of Service Delivery Platforms, Application Servers, and Service-Ready Solutions to mobile and fixed line Network Operators, Value Added Service Providers (VASPs), Contact Centers, Enterprises, and Value Added Resellers for network, customer care, and value-added services (VAS) using Voice, Video, SMS/Text and USSD.

Since 1989, our products have enabled our customers worldwide to generate revenue, minimize churn, and ensure scalability and flexibility, as market demands grow and user needs change. Our products are engineered to be network independent, making them ideal next-generation platforms for 3G/4G (LTE)/Mobile, SIP/IMS, TDM/SS7, AIN/IN and converged networks.

We offer an extensive portfolio of open, standards-based platforms and solutions, equipping our customers with the products and services they need. With over 15,000 installations across 100 countries, including more than 250 Network Operators and VASPs, our OmniVox3D® Application Servers, APEX Service Delivery Platforms (APEX SDPT™) and Service Ready Solutions are the foundation for value-added and revenue-generating services.

At APEX, we give our customers choices, everything from software only purchases, to complete solutions that include consultative services, to OEM partnerships. Our goal is to provide options that best suit our customer's business requirements. As a leader, APEX will continue to increase the value we bring to our customers by providing products that enhance the end-user experience and increase customer satisfaction, allowing companies to remain competitive in their markets worldwide.

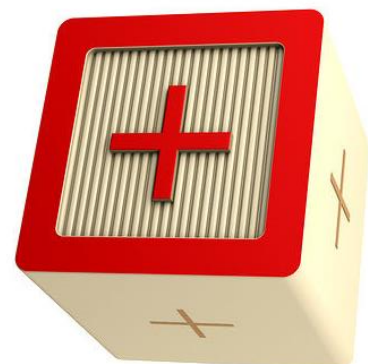
**tireless and
unwavering
commitment
to Customer
satisfaction**



The APEX Advantage

- **Product** – we provide our customers with proven technically sophisticated products that reduce the time, cost, and complexity of deploying services.
- **Reliability** – mission-critical services do not allow for down-time, which is why our products support "uptime maintenance" and we offer five-9 (99.999%) fault tolerant servers from Stratus.
- **Interoperability** – to eliminate untimely third-party interoperability issues, our products interface to other network components through open industry standards.
- **Standards** – with an open architecture design, our products support industry standards, including SIP, IMS, VXML, MSML/MOML, MSCML, MRCP, 3G-324M, Diameter RADIUS and .NET.
- **Scalability** – as market demands grow, so do our customers' need to grow, which is why all our products are modularly scalable, eliminating the need for "forklift upgrades".
- **Flexibility** – our products are "network agnostic" requiring no call flow modifications to run on different networks, including 3G/Mobile, IP/IMS, TDM/SS7, AIN/AIN and converged.
- **Modularity** – our modularly designed products allow for the rapid integration of new technologies, ensuring our customers stay ahead of their competition with the latest offerings.

passion for
product
excellence



- **Quality** – to offer our customers the "best-in-class", we are dedicated to providing the highest-quality products, technical support, educational, and professional services.
- **Experience** – our staying power as a market leader since 1989 comes from putting into practice the knowledge we have gained from our experiences over 20 years.
- **Efficiency** – we make it our goal to get our customers up and running as quickly as possible, minimizing their time-to-market, while maximizing their time-in-market.
- **Commitment** – we are committed to our customers' long-term success, which is why we continuously assist them in efficiently managing and maintaining their systems after deployment.
- **People** – our employees are the reason for our success, with each and every one of them understanding that our success as a company is dependent on the success of our customers.
- **Partners** – to ensure that we only use the best products in the market, we team up with the most influential and trusted Technology Partners in the industry.

**dedicated
employees**





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