



Optimizing Wireless Network Operations

Klaxa designs and develops Base Station Management Software that gives Wireless Telecom Carriers and Equipment Manufacturers a graphical, intuitive user interface to remotely manage and simultaneously configure base stations worldwide through a dashboard environment. Klaxa Manager offers significant proven advantages: reduced troubleshooting time for a significant reduction in operating expenses, increased network efficiency and reliability, automation of manual coding to reduce errors, reduced network downtime for fewer dropped calls and lower total truck rolls with remote equipment access.

Company Facts

- Founded in 2009 by Stephane Montpetit
- Based in Montreal
- Employees: 5
- Stage: Pre-revenue, Starting commercialization

Target Market

- Wireless Telecom Carriers
- Equipment Manufacturers

Product

- Klaxa Manager Wireless Base Station Management Software

Technology Rollout

- CDMA – Q1 2009
- GSM – Q3 2009
- LTE – Q1 2010

Intellectual Property

- Filing underway

Revenue Model

- 90-day “Try & Buy” Offer
- Volume pricing per BSC
- Software Licensing
- Managed Services

History

With over 20 years of experience in the Telecom industry, Stephane Montpetit developed a Wireless Base Station Management Software that allows carriers to remotely manage their networks to realize a significant reduction in operating expenses. He further developed a Beta version which has been in use at major Wireless Carrier sites in North America since July 2007. Following positive market validation, Stephane partnered with a team to develop a more robust version of the software for commercialization.

Market Opportunity

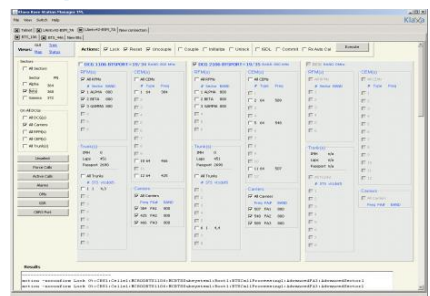
In the competitive Telecom industry, subscribers expect more bandwidth and mobile tools at more competitive pricing. Downtime and hardware failures are not tolerated. Equipment continuously evolves and must be upgraded. Project Managers must ensure equipment is installed in time and field and switch technicians have to rapidly assess and troubleshoot problems to keep sites online. As generations of technicians retire, their respective companies lose the knowledge gained over years of managing network equipment. New technicians have the responsibility of continuing maintenance on multiple types of legacy equipment and new equipment. As technology advances, the industry is looking for ways to lower operating costs, gain efficiency and reduce training time.

Products

Klaxa has developed a software that directly impacts the bottom line by optimizing resources with more efficient management tools. Klaxa Manager is a Base Station Management Software that:

- Allows technicians to simultaneously manage, upgrade and maintain Base Stations remotely
- Can replace more than 250 command lines of code in a few seconds with a few clicks
- Reduces the time it takes to troubleshoot network issues
- Is secure, intuitive and easy to use

Graphical Interface





Optimizing Wireless Network Operations

Team

- Pierre Sergerie, CEO
- Stephane Montpetit
Founder & CTO
- Dany Kouri, Executive
Vice President
- Alexandre Laplante,
Senior Software
Architect
- Pamela Rasey,
Marketing Manager

- Vincent Guyaux,
Chairman of the Board
(CEO at Metafoam)

Klaxa's Competitive Advantages

- ROI calculator to evaluate cost savings
- "Try and Buy" offer to test-drive Klaxa Manager
- Visual, graphical interface to remotely access, manage and update Base Stations
- Automation of manual coding to reduce errors
- Proven increases in network efficiency and reliability
- Reduced network downtime and fewer dropped calls

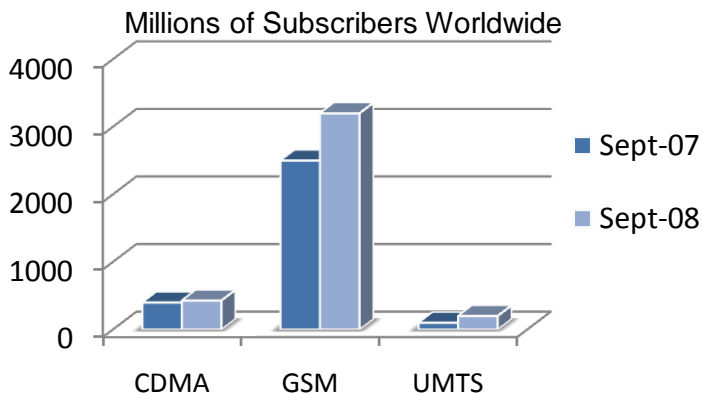
Key Milestones

Date	Milestone
July 2007	CDMA Version 1 is Beta tested with two major Carriers in North America (18 months)
August 2008	Began development on CDMA Version 2
January 2009	Klaxa created
March 2009	CDMA Version 2 ready for launch to initiate commercialization
Currently in advanced discussions with major Carriers in NA	

Competition

Direct competition comes from Equipment Manufacturers that create their own base station management software that ships with purchased equipment. Often these solutions are legacy software, text-based and have a basic graphical interface. Most do not allow remote connectivity and only provide one interface and command set per equipment type and technology (CDMA, GSM, etc.).

Indirect competition stems from technicians building their own solutions in spreadsheets or piecing together various software to try and formulate a complete solution. Both options are limited in scope, not always maintained and not fully automated.



Market Sizes

- Estimate 1 BSC per 1 M potential subscribers
- In NA with 50 Carriers using CDMA technology, estimate 500 BSCs
- Estimated Total Addressable Market for CDMA - \$100 M in NA
- Estimated Total Addressable Market for GSM - \$1.5 B in Europe

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