

# IPeak Networks dramatically increases the quality of VoIP calls, gaming and online video

*Ottawa-based IPeak Networks is increasing the enjoyment and reliability of Internet technologies, making online play smoother, winning itself a top spot in the 2008/2009 Canada's Top 10 Technology Competition*

## Fast facts

### Corporate profile

Founded in 2004, Ottawa-based IPeak Networks Inc. develops software that increases quality and peak performance for the online, real-time delivery of video, Voice over Internet Protocol (VoIP) and online gaming content. IPeak develops a unique real-time application acceleration solution called IPQ (Internet Performance and Quality).

### Why Ottawa

The Ottawa Centre for Research and Innovation (OCRI) is a local business resource for both start-ups and well-established technology companies in the National Capital Region. OCRI provides members with market research, business advice and mentorship from area entrepreneurs. IPeak is the first graduate of OCRI's Business Accelerator program. Run by the Investment and Commercialization Group, a wing of OCRI, the program is designed to fulfill a critical role in the success and growth of Ottawa's most promising early stage companies.

### Business advantage

Compared with other accelerators, IPeak's software is user friendly, simple to install, easy to troubleshoot and supports all applications. In addition, IPQ transparently improves Internet performance by reducing packet loss at an average of 100 times without adding any latency, returning control of the Internet to application providers and end users.

Putting the days of choppy online video and dropped VoIP calls behind us, Ottawa-based IPeak Networks Inc. develops software that increases quality and peak performance for the online, real-time delivery of video, Voice over Internet Protocol (VoIP) and online gaming content. IPeak develops a unique real-time application acceleration solution called IPQ (Internet Performance and Quality). With IPQ, consumers experience smoother video, seamless VoIP and highly realistic online game environments, increasing the enjoyment and reliability of Internet-based communication and entertainment.



Typically when the Internet becomes overloaded, it drops portions of the traffic to deal with the capacity problem. This traffic loss results in choppy video, slow file transfers and unrealistic video game play, for example. IPeak's IPQ software solution automatically recovers the lost traffic providing superior quality and online user satisfaction.

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IPeak founder, Matthew Williams, attributes a fair portion of the company's success directly to his experience at OCRI. "Probably the

more...

*IPeak is a winner in Canada's  
Top 10 Technology  
Competition for 2008/2009.  
Winners are chosen by an  
independent expert panel of  
Canadian and American  
venture capitalists. Since its  
inception in 1999,  
competition alumni have  
secured more than \$522  
million in venture capital  
financing.*

single thing that I can say as a result of being at OCRI is we now have tier one investors asking us to come give them a pitch," said Williams. "Our pedigree has been raised by this program to the point at which we are in demand now, which is, of course, the place you want to be."

With the help of OCRI, IPeak has formed a relationship with the Ottawa Angel Alliance (OAA), a local group of individual investors and venture capital firms that provide working capital, powerful industry contacts and mentorship to young start-ups from experienced alliance members. Through OAA, IPeak has secured "several hundred thousands dollars in financing," said Williams.

### **Business advantage**

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improves Internet performance by reducing packet loss at an average of 100 times without adding any latency, returning control of the Internet to application providers and end users. IPQ offers:

- Smooth VoIP
- Clear video
- Realistic online gaming
- Stable IPTV (Internet Protocol Television)
- Dependable online gambling play
- Faster data transfers
- Quicker remote access for road warriors and remote offices

Service providers deploying IPeak's IPQ experience higher customer satisfaction, lower support costs, lower churn, longer subscriptions, higher revenue flow, and lower costs per subscriber.

Since graduating from the OCRI Business Accelerator Program in mid-2008, IPeak has been putting OCRI's lessons to use, adding experienced senior executives to the team, including Fulvio Ciano, CEO, and Germain Bisson, Vice President of Engineering.

### **Future growth plans**

IPeak is currently seeking venture capital and is looking to hire additional engineers to help the company expand its software into the gaming industry.

### **Contact information**

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