

THE VALUE OF VIDEO CONFERENCING

About StarLeaf

Engineered to make meeting simple

StarLeaf 

“The code to cracking complex communications is simplicity.”



STARLEAF FOUNDERS

(from left to right)

Mark Richer
Executive Chairman

Mark Loney
Chief Executive Officer

William MacDonald
Chief Technology Officer

THE STARLEAF STORY IS SIMPLE

With deep roots in engineering excellence, innovation is embedded in our DNA.

The pioneering vision of our founders and commitment to delivering value have disrupted conventional thinking and modernized the video market to give enterprises the confidence to scale their collaboration aspirations in line with business growth.

In 2008, **Mark Richer**, **Mark Loney**, and **William MacDonald** laid the foundations that transformed the way we converse, connect, and communicate. StarLeaf’s pedigree is the culmination of a thirty-year entrepreneurial spirit, foresight, and unrivalled track record in revolutionizing video conferencing.

Their problem solving and pride in engineering ingenuity have conjured the art of the possible –
“**Meet in an Instant**”.



Security
by design
scales your
collaboration
aspirations.

INTUITIVELY INTELLIGENT SOLUTIONS

Today, enterprises are experiencing increasing expectations from their employees to interact quickly and engage in ways to improve customer relationships. Collaborating via video is recognized as an ideal way to connect the modern and future workforce.

StarLeaf acknowledges this need and has pioneered intuitively intelligent solutions, which enable people to seamlessly collaborate through superior video conferencing, secure app-based messaging, and integrated cloud-based meeting room systems.

We ensure that enterprise customers no longer view technology as a barrier to communications.

StarLeaf's integrated solutions provide an inclusive **range of capabilities**:

Scalability, compatibility, flexibility, controllability, visibility ... and, of course, reliability.

Workforce dynamics are dramatically changing, and more people operate remotely to be efficient with their schedules and resources.

NEW OPTIMIZED WORKFORCE (NOW)

The sentiment of many people nowadays reflects “work is something I do and not where I go”.

The ‘**always-on economy**’ has dramatically transformed work patterns and never before have collaborative tools been so pivotal to helping enterprises seize the opportunity to interact more effectively. This phenomenon has spurred industries to expand into new markets and drive competition.

However, many leaders struggle to keep up with progressive work practices and digital transformation initiatives due to legacy systems and outdated architecture. StarLeaf’s engineering team of experts have developed solutions to support homogenous and hybrid environments.

Our **unique interoperability** allows organizations to avoid vendor lock-in and connect smoothly in real-time high definition with any third-party standards-based meeting systems and with optimal control – efficiency and affordability accessed anywhere in the world and from any device. As a result, there is no need to ‘rip and replace’ endpoints - enterprises have greater freedom to utilize existing equipment whilst enjoying the full benefits of StarLeaf’s solutions to achieve a secure and sustainable collaboration strategy.

System availability and disaster recovery are essential for business continuity.



SECURITY AND DATA PROTECTION REMAINS A PRIORITY


Cloud-based video conferencing is one of the fastest growing services to satisfy both evolving employee workstyles and IT requirements.

However, these are often targets for malicious hackers and enterprises are embattled with the exponential growth in cybercrime.

The pressures to be data compliant are increasing. Data sovereignty is the key to customer confidence, especially in light of the General Data Protection Regulation (GDPR).

Security is always at the heart of our engineering ethos and data protection remains our priority. StarLeaf's intelligent and secure solutions provide a tightly integrated set of rich and engaging multimedia capabilities that can combat the cybercriminal and protect operations from the threat landscape.

Our in-house coding capabilities and unique technology architecture go hand in hand. **StarLeaf's 99.999% SLA** and security record are exemplary with all video transmission and data traffic encrypted to strengthen the authorization process.



Security is
the code for
compliance.

STARLEAF FAST FACTS

Organizations want tangible benefits from video conferencing and meeting room systems. Here are some StarLeaf facts and considerations that can **make a difference in your decision-making**:

- ✦ Founded in 2008 by an executive team of entrepreneurial engineers with roots in Madge Networks, Calista, and Codian
- ✦ StarLeaf's integrated cloud network comprises 16 global points of presence that encrypts and secures customers' data traffic - all fortified by an advanced firewall
- ✦ Our unique interoperability allows participants to connect securely and smoothly in real-time high definition with any third-party standards-based meeting systems and with optimal control
- ✦ StarLeaf is a private company headquartered in the UK with a global footprint

STARLEAF AWARDS AND RECOGNITIONS

- 2018** recognized on Gartner's Magic Quadrant for Meeting Solutions
- 2018** Sunday Times Hiscox Tech Track 100
- 2018** UK Business Tech Awards, Tech Company of the Year
- 2015 – 2018** Deloitte Fast 50 UK Winner (4 years running)
- 2017 – 2018** IDC Marketscape Worldwide Enterprise Videoconferencing
- 2017** Frost & Sullivan Company of the Year Award CALA
- 2017** Let's Do Video Best Interoperability Service or Platform - winner
- 2017** Let's Do Video Best Hardware Video Conferencing System for Huddle Rooms - winner
- 2016 – 2017** Deloitte Fast 500 EMEA Winner



PIONEERING THE MEETING EXPERIENCE

Our relentless pursuit for engineering perfection continues to focus on simplifying complexity and giving enterprise customers a truly enhanced quality experience - video, meetings, and messaging all delivered with seamless simplicity.

Organizations around the world from multiple sectors have chosen StarLeaf to future-proof their communications investments and empower their employees to collaborate efficiently and **remain securely at the forefront of work.**



Embrace change,
connect intuitively,
Meet in an Instant.

THE PROOF IS IN THE EXPERIENCE

For more information on how StarLeaf can help your enterprise scale its collaboration aspirations, please get in touch using the following contact details:

hello@starleaf.com

starleaf.com

EMEA

London, UK
+44 (0) 330 440 1847

NORTH AMERICA

San Jose, USA
+1 (408) 689 0448

CALA

Sao Paolo, Brazil
+55 (11) 3051-7578

ANZ

Sydney, Australia
+61 (0) 427 005 500

APAC

Hong Kong
+852 2178 2030



Engineered to make meeting simple

StarLeaf 