



December 9, 2011

EX PARTE BY ECFS

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Proceedings WT 08-7 and CG 02-278

Dear Secretary Dortch:

Yesterday, Brian Mullen of Twilio, Inc. and I attended an *ex parte* meeting with Amy Levine from the Office of the Chairman. The attached presentation served as the basis of discussion.

If you have any questions, please contact me.

Respectfully submitted,

/s/

Michael B. Hazzard
Counsel to Twilio, Inc.

Attachment

cc: Amy Levine (by electronic mail)

Company Overview



Twilio Roots

Jeff Lawson
CEO & Co-founder



Evan Cooke
CTO & Co-founder



Est. 2008 San Francisco, CA



Voice & SMS Applications



BUILD APPS THAT COMMUNICATE

Twilio provides infrastructure APIs for businesses to build scalable, reliable voice and text messaging apps.

[Take the tour](#) or [Try Twilio Free](#)
\$30 FREE CREDIT

NEW TWILIO CLIENT

-  MAKE AND RECEIVE PHONE CALLS
-  SEND AND RECEIVE TEXT MESSAGES
-  ADD VOICE TO WEB & MOBILE APPS
-  INSTANTLY BUY PHONE NUMBERS



TELECOM



DTMF

PSTN

Codec Negotiation uLaw Transcoding

Realtime Networking **QOS**

SIP Compatibility Port Capacity

Realtime CPU Capacity Planning

Carriers TTS Licensing

Multiyear Carrier Contracts

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Simple Platform



- Code in any major language
- Gain the power of telephony with only 5 commands
- Make and receive calls from the browser or mobile application



Simple API

<Say>

```
<Say>Hello Jim, Thank you for calling.</Say>
```

<Play>

```
<Play>http://myserver.com/welcome.mp3</Play>
```

<Dial>

```
<Dial>415-867-5309</Dial>
```

<Gather>

```
<Gather action='handleMenu.php' />
```

<Record>

```
<Record action='handleVoiceMessage.php' />
```

<Sms>

```
<Sms>Please send us payment.</Sms>
```



Developer to End User

Carrier



Developer



End User

Twilio *buys* from carrier

- Phone numbers, voice, SMS
- Per num; per min; per msg

Twilio *sells* to application developer

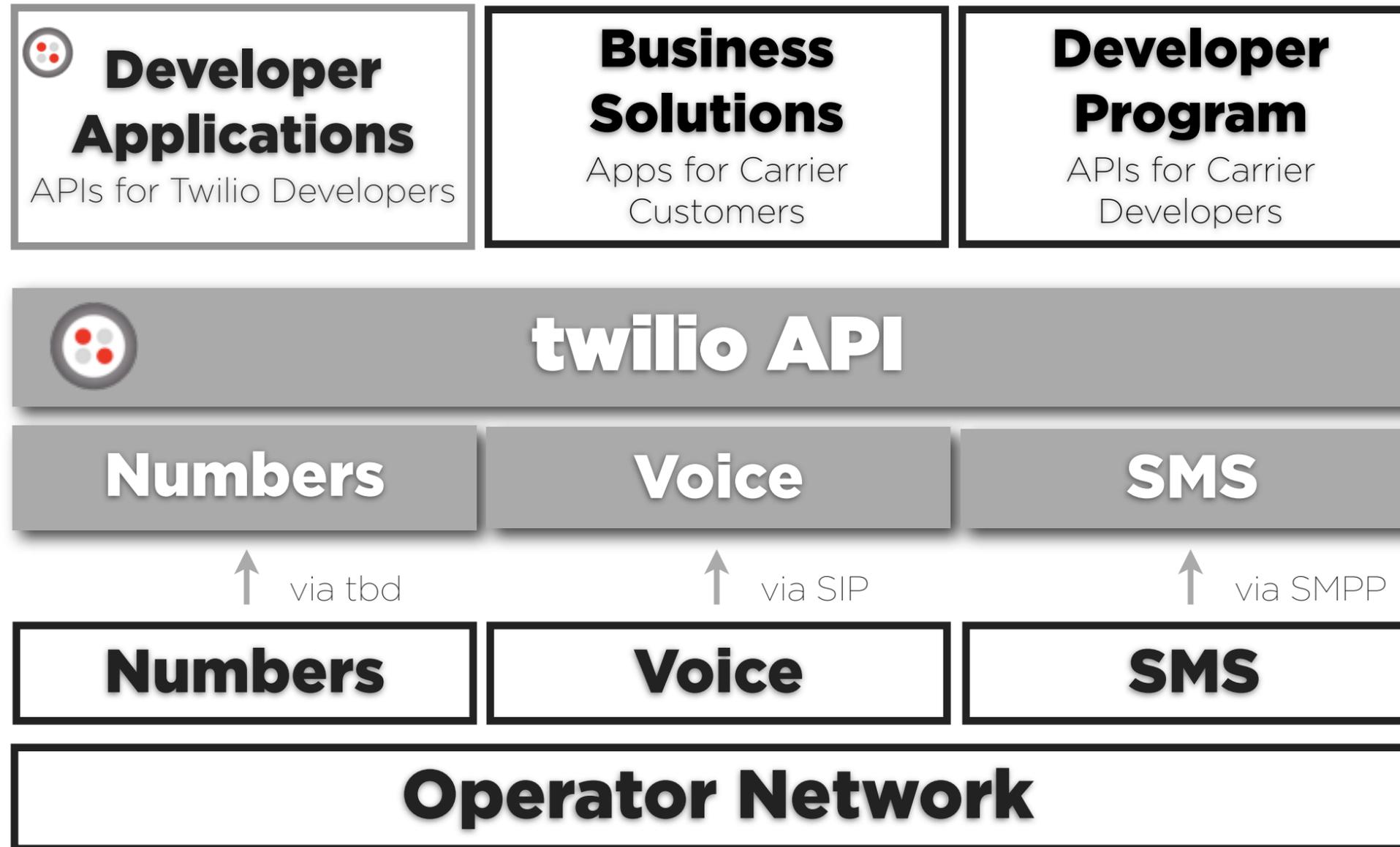
- API platform for numbers, voice, SMS
- Per num; per min; per msg

Application developer *sells* to end user

- Application or service uses APIs
- Voice or SMS part of application or service



Application Platform

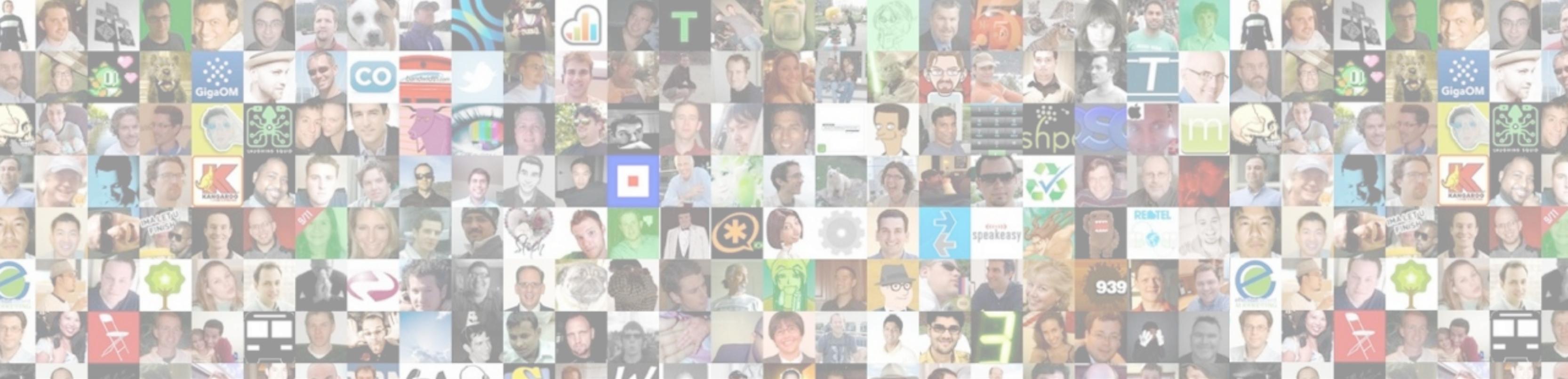


Untapped Community

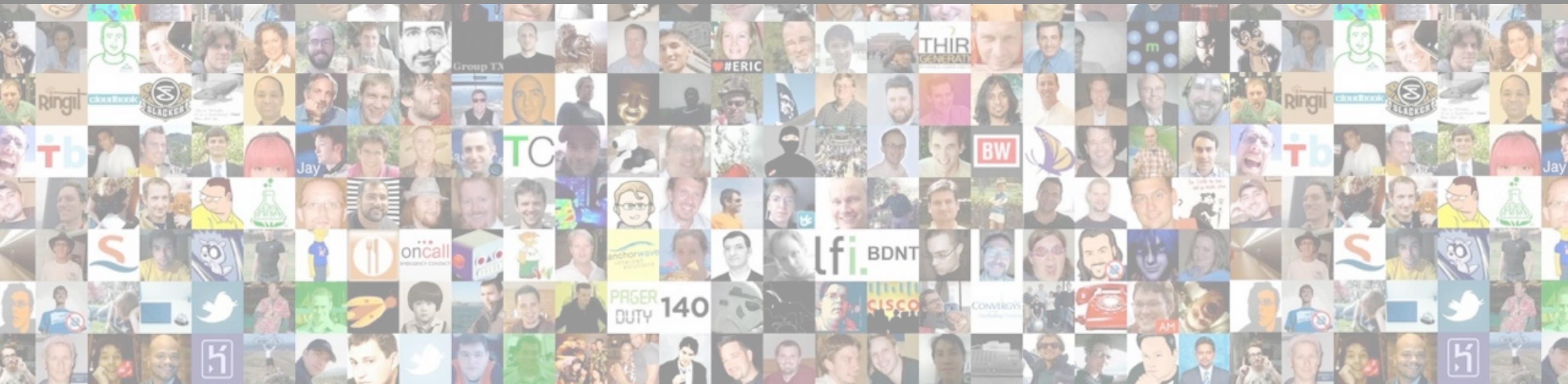
Web Developers

- Largest pool of software engineers
- Minimal expertise in voice and messaging
- Below threshold for direct carrier relationship





50,000 Developers



Applications & Use Cases



Group Texting

The screenshot shows the GroupMe website with the following elements:

- Header: groupme YOUR REAL LIFE NETWORK™, Sign In, for iPhone, for Android, for Blackberry, ... and works on any phone that texts.
- Section: Group Messaging. Text: Start groups with the people already in your contacts. When you send a message, everyone instantly receives it—it's like a private chat room that works on any phone.
- Form: Start a Group with just one click. Fields for Your Name (Name) and Your Mobile Number ((###) ###-####). A green Start Group button.
- Mobile App Preview: A hand holding an iPhone displaying a group chat for "Ramps Concert". Messages include "This rules!!!", "Hey guys, just got to the diner. Swing by after the show, if ya'll are hungry.", and "Sounds great! They just started an encore. See you there in 20."
- Features List: Group Messaging, Conference Call, Locations, Photo Sharing.
- Footer: groupme @ SXSW »
- Quote: "Lifechanger.... utterly indispensable.... Whether or not you think you need group texting in your life, you won't know how you lived without it once you give it a shot."
- Source: GIZMODO

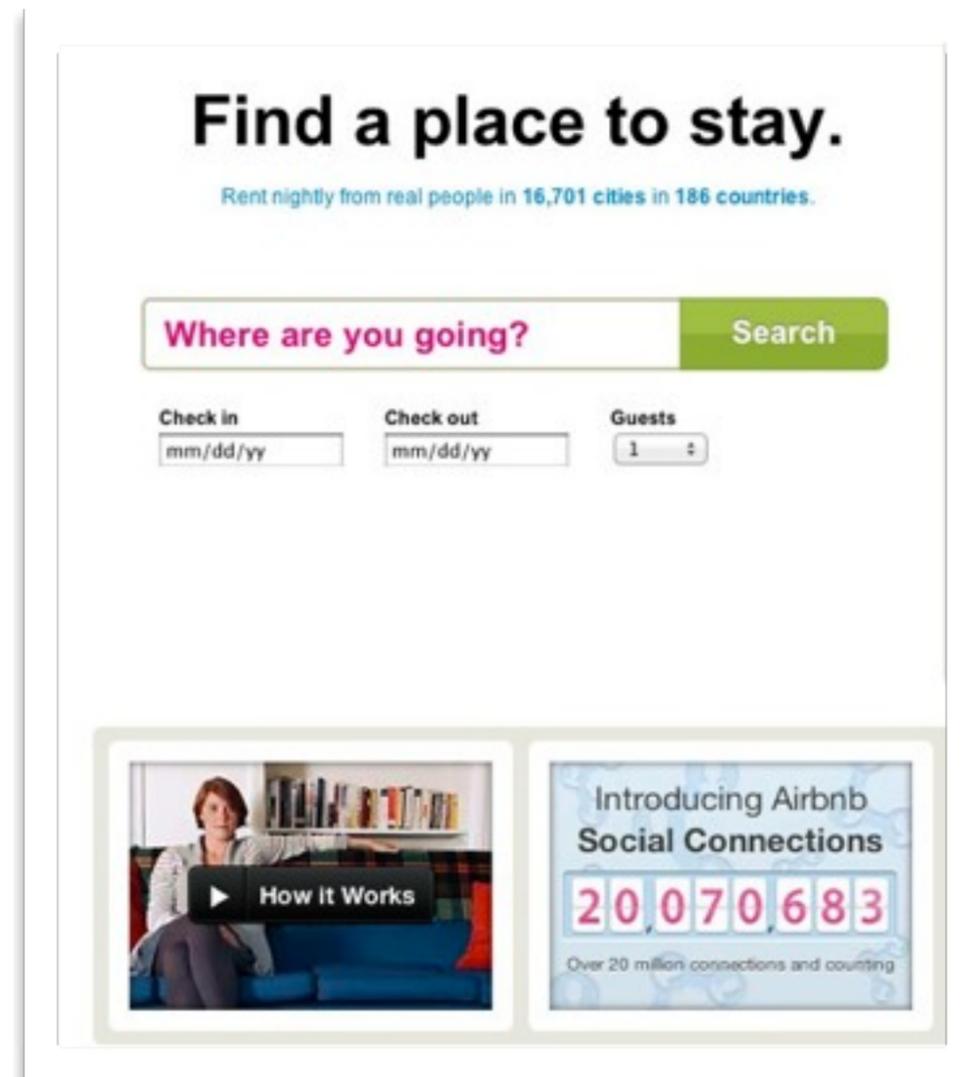


Notifications



- Service reps spending hours per day confirming bookings
- Use Twilio to automate confirmations via SMS
- Boosts successful bookings
- Frees reps to focus on service

“Twilio allowed us to use SMS without putting a dent in our expenses.”



Identity Verification

intuit.

- Wanted multi-factor security for payroll system
- Turned to Twilio for SMS and voice authentication
- Built proof-of-concept in a single afternoon
- Launched solution in weeks

Intuit Online Payroll – Payroll for Small Business

Payday in three easy steps:

3. View Paycheck & Stub

Clara Ford & Wolkoff
123 Main St.
Fremont, CA 94555

Pay to the order of: **Jim Edwards** \$ **471.08**

Four hundred seventy one and 08/100 ***** Subject

Print checks instantly or use our free direct deposit. [Repeat](#)

[Try it FREE](#)

[Learn More](#)

Pay	Hours	Rate	Current	YTD	TAXES WITHHELD	Current	YTD
Regular Pay	40.0	18.00	720.00	4320.00	Federal Income Tax	77.07	467.82
					Social Security	42.41	254.41

“We couldn’t have done this without Twilio on the backend.”



Call Tracking



- Needed to track inbound calls to thousands of unique numbers
- Inefficient legacy system
- Uses Twilio to provision and route numbers in real time
- Cuts call-tracking costs by 20%

A screenshot of the lendingtree Autos website. The page is titled "Dealer Price Quote for 2011 Toyota Prius". It features a navigation bar with links for HOME, NEW CARS, USED CARS, AUTO LOANS, AUTO INSURANCE, AUTO WARRANTY, RESEARCH, GREEN, and MARKETPLACE. The main content area is divided into three sections: a car image, a contact form, and a list of available dealers. The car image shows a white 2011 Toyota Prius with its driver-side door open. The contact form is titled "Step 1: Contact Info" and includes fields for First Name, Last Name, Phone Number, Email, and Street Address. The list of available dealers is titled "Step 2: Available Dealers" and includes three entries: Toyota of Berkeley, San Francisco Toyota Scion, and Toyota Marin. A "SUBMIT QUOTES" button is located at the bottom of the dealer list.

“Twilio gives me the scale, flexibility and cost savings I need.”



Contact Center



- Needed scalable contact center solution for launch Hulu Plus
- Twilio APIs enabled easy integration with existing support system
- Built IVR with smart call routing, callbacks, and custom hold music
- Launched prototype in one day



“Twilio allows us to constantly improve the customer experience.”



Online Lead Generation

trulia[®] **PRO** Instant Leads

- Instantly connects agents to leads
- Uses Twilio click-to-call, voice, SMS
- Built quickly on Twilio



“Using Twilio, we’ve built...a one-of-a-kind powerful service.”



Text Commands



- Needed to allow wider mobile access to LinkedIn profiles
- On-the-fly provisioning of numbers via Twilio API
- Simple, easy-to-remember commands for SMS-based interaction
- Proof of concept and demo in matter of days

Get started with **Text in**.

(|) -

NOTE: TextIn is currently only available in the United States.

Available Commands

- #search <keywords or name>
- #profile <email address>
- #invite <email address>
- #update <status update>
- #help

