

= TouchWave =

TouchWave , Inc . (now WebCom) , was a privately held Palo Alto , California IP @-@ telephony network switch provider founded in 1997 . TouchWave developed a product line called WebSwitch that was designed to replace traditional private telephone exchange systems in small @-@ to @-@ medium @-@ sized companies . WebSwitch was part of a phone system that incorporates communication features provided by the Internet . The rapid success of TouchWave was memorialized with awards and an acquisition by Ericsson Communications for \$ 46M two years after TouchWave was founded . Ericsson continued the TouchWave product line under the name WebCom , but its efforts have been viewed as less than successful .

= = History = =

In 1997 , TouchWave was a privately held , venture @-@ backed startup company in Palo Alto , California , with future entrepreneur Oliver Muoto as its marketing director . Co @-@ founded by CEO Bo Larsson , Jeff Snider , David F. Wittenkamp , and Jesper Stroe , TouchWave released its first product , WebSwitch , in 1997 . WebSwitch , a Web @-@ based phone switch , provided telephony over IP and targeted small to medium @-@ sized businesses and branch networks of larger organizations . The WebSwitch was designed to deliver significantly lower costs for communications , ease of management and administration and offered services on a single IP @-@ based network platform . The timing of TouchWave 's late 1997 release of its phone switch product matched Level 3 's development of its first softswitch , a method to connect calls from one phone line to another without a need to use traditional hardware .

TouchWave made significant business and technology advances in 1998 and quickly became a recognized contributor to the VoIP industry . In March 1998 , TouchWave received the Best of Show Award at both at the Microsoft Network Telephony Forum and the Computer Telephony Expo (Los Angeles) for its WebSwitch product . In April , Communications Convergence magazine identified TouchWave 's WebSwitch as " [hinting] at the future , where voice and data will live together on a single network . " In July , TouchWave entered into a partnership agreement with British Telecom , the dominant fixed line telecommunications and broadband Internet provider in the United Kingdom . The partnership brought TouchWave access to technical recommendations and product feedback from British Telecom to be used to develop WebSwitch . In August , Computer Telephony awarded TouchWave its Editor 's Choice Award for the WebSwitch product . In September , TouchWave introduced a new version of WebSwitch . In October 1998 , TouchWave entered into an agreement with Telogy Networks to include Telogy 's embedded communications software in WebSwitch in order to improve the quality of its sound transmission . By the end of 1998 , TouchWave had improved its product line to where it could replace traditional private telephone exchange systems in small @-@ to @-@ medium @-@ sized companies throughout the world .

By early April 1999 , TouchWave had upgraded their WebSwitch 1608 local area network distributed phone system to a product called WebSwitch 2000 . On April 13 , 1999 , Swedish telecommunication company Ericsson announced that it had purchased TouchWave for \$ 46 million . In exchange for the \$ 46M , TouchWave provided Ericsson with Internet Protocol centric network products such as business phone and private business exchanges . The acquisition of TouchWave came at a time when multibillion @-@ dollar companies were acquiring other relatively small Internet @-@ connected companies , such as WebLine , Selsius , GeoTel , NBX , Dialogic , and Summa Four . Some employees from TouchWave eventually followed serial entrepreneur and former TouchWave president and CEO Samir Lehaff to Adomo , Inc . , a provider of voicemail majordomo services . TouchWave co @-@ founder Jeff Snider would go on to be vice president of enterprise sales at Ericsson and then a CEO co @-@ founder of Adomo in 1999 .

= = WebCom = =

With Ericsson 's 1999 purchase , TouchWave became a subsidiary of Ericsson and was renamed

WebCom . In April 2000 , Ericsson WebCom , now based in Menlo Park , California , expanded TouchWave 's WebSwitch product line with the WebSwitch 100 Phone Gateway and IP Extension Gateway . In January 2003 , Business Communications Review magazine stated that Ericsson 's acquisition of TouchWave " turned out to be of little consequence . " A year later , that same magazine asserted that Ericsson 's acquisition of TouchWave had not produced a desired result , writing that it had " borne little fruit . "