



Innovation Takes Root: The ECT Story

We wanted to make communications services more profitable for providers as well as more enjoyable, useful and affordable for their customers.

So we set out to create software solutions to replace complicated, expensive and proprietary telecommunications hardware in homes and businesses.

We didn't have to wait long for success, growing from a six man team in 1998 to become a public company with five subsidiaries, over 125 team members and millions in profits.

Along the way, we not only drove telecommunications solutions based on standardised PC equipment. As the old saying goes, "necessity is the mother of invention." In order to realize our voice and multimedia value-added services with one powerful, easy-to-use software, we ended up creating and perfecting a new programming language so rich and robust, it is redefining the industry standard for voice and multimedia services: [ECTXML®](#).

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