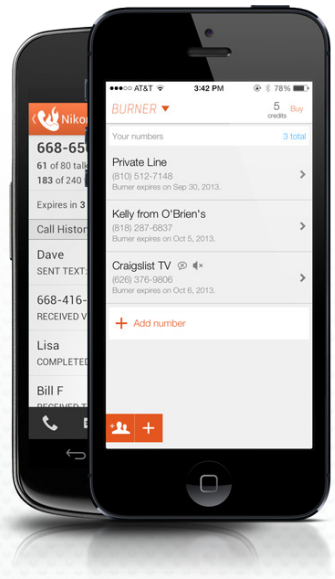
bandwidth

Burner App Connects with Bandwidth's Direct-to-Carrier API Platform to *Power Growth*

BURNER



Burner is a privacy layer for the mobile phone

Burner is a mobile application and service that enables users to instantly create phone numbers as private lines for voice and SMS communications. Available for iPhone or Android devices, Burner can be used for transactions on classified sites, online dating, professionals like teachers and lawyers, and in many other situations where people want to protect their privacy.

Named one of Time Magazine's Top 10 Apps of 2013, Burner is fast, safe, and private. It lets smartphone users get as many numbers as they want and "burn" numbers whenever they're finished using them.

SITUATION: GROWING FAST, TELECOM COSTS GROWING FASTER

Burner for iOS came to market to rave reviews in the summer of 2012. The innovative service provided a welcome layer of anonymity for people who wanted a phone number they could share publicly and use for only a short period of time. The company soon followed its iOS release with an app built for Android and by late 2013, it was established as a top app in its category on each platform.

While Burner was on fire in the minds of consumers and anyone who appreciated a dynamic and incredibly utilitarian app, the company's growth rate was creating a cool breeze for the startup's operating budget and limited capital to invest in marketing. In late 2013, the team realized they needed a partner that would take over the tough aspects of telecom and make it easier for their developers to stoke the flames.

In a world where most mobile apps need a freemium or free trial model to drive growth, providing Burner's service efficiently and at scale required creative innovation. Having outgrown its existing API platform provider, Burner was searching for a direct-to-carrier option with an economic model that could help propel the company's growth in a sustainable way. That meant a carrier partner with resources that would keep telecom easy and had APIs for voice and messaging, freeing up both the Burner developers and cash to do what they do best – develop features and attract new users. It also meant working directly with their partner for better support and service for Burner's growing and loyal user base.

The Burner team soon discovered that Bandwidth was the only carrier that owned and operated both its own network and a cloud communications API platform--the Bandwidth App Platform. The App Platform lets developers search and activate phone numbers, initiate and receive phone calls, send and receive SMS messages, access voicemail and more--all in the cloud. Tapping into the Bandwidth platform would soon change the game for Burner.

> *"Bandwidth made it easy to take Burner to the next level. The transition process from our former provider was quicker and easier than we expected and the level of support Bandwidth provided throughout the process was terrific."*

Greg Cohn
CEO
Ad Hoc Labs

ACTION: FIND A STRONG CARRIER PARTNER, WITHOUT CARRIER COMPLEXITY

The Burner team chose to work with Bandwidth and take advantage of both its easy-to-use app platform APIs and its nationwide voice/SMS network. Because Bandwidth owns the network it could provide a single point of access to a large phone number inventory that could keep pace with the app's lightning-fast growth.

Bandwidth and Burner quickly got to work in the summer of 2013, and with Bandwidth's developer-friendly API, the small developer team behind Burner was able to quickly and easily port their service. The Bandwidth team was in close contact with the Burner team throughout the transition via phone calls, emails and chat, ensuring the entire process was seamless. The transition took about one month, and Burner was able to continue to operate flawlessly throughout that time.

RESULTS: ACCELERATED GROWTH, A CARRIER PARTNER TO ADVANCE THE PRODUCT WITH

Using Bandwidth's nationwide voice and messaging network and Application Platform APIs, The Burner team was able to scale its service across a rapidly growing iOS and Android user base. In addition to gaining better scalability and cost control, Burner benefitted from a rapid and easy technical integration.

Working directly with a national provider would normally involve hiring telecom engineers and building and running a VoIP network. Because Bandwidth provided the API platform and a nationwide voice/SMS network, the technical integration process was very smooth and efficient.

"Bandwidth made it easy to take Burner to the next level. The transition process from our former provider was quicker and easier than we expected and the level of support Bandwidth provided throughout the process was terrific," said Greg Cohn, CEO at Ad Hoc Labs. "Their full-featured API platform was a no-brainer and having direct access to Bandwidth's nationwide voice and SMS network means we don't need to become a telecom company to grow the business."

ABOUT BANDWIDTH

Bandwidth's network powers voice, 9-1-1 and SMS services for many of the country's largest, most recognizable brands such as Google, Skype and Ring Central. Bandwidth customers can choose between three distinct platforms to access the company's network and services, depending on the degree of telecom infrastructure a customer wants to outsource versus handle in-house. Regardless of the platform used, Bandwidth's tools provide ready access to a nationwide network, so customers can search for and provision thousands of numbers in seconds.