

## Q&A with Shlomi Gian, CEO of PacketZoom providing Mobile App Networking Solutions that enable Application to Work Faster and More Reliably on Any Network



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**Interview conducted by:**  
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**CEOCFO: Mr. Gian, what is PacketZoom?**

**Mr. Gian:** PacketZoom is a mobile app networking company. We make apps work faster on any network.

**CEOCFO: What is the key to making apps perform better and work faster?**

**Mr. Gian:** We believe that there are many challenges related to what we call the last mobile mile. They have to do with physics. Basically, high latency, high number of packet loss and disconnects; and we are here to fix them through protocol optimizations. We believe the TCP, which was invented about thirty five years ago, was not designed to deal with these types of wireless networks. Therefore, we are helping fix that.

**CEOCFO: Would you tell us about the technical process?**

**Mr. Gian:** If you have a protocol that is very chatty - meaning, that there are lots of back and forth questions and answers between client and server, and that intermediate connection is slow - then you are going to end up waiting. Our job here is to ask fewer questions and to make the right decisions. In the technical form, we are making fewer round trips. Another challenge would be that in a crowded area, such as Manhattan or Hong Kong, there are many packets being transmitted at any given moment. Packets are bits of information, which can get lost due to physics. If you factor this fact into a current design in a smart way, then you can handle it. If you are using some old technology you might react the wrong way and once again make the user wait. If you are factoring into our design the fact that users will get into elevators and tunnels and switch between networks and lose their connections you can build something that will insure the continuity of their sessions, but you have to plan for that. That is exactly what we do.

**CEOCFO: Are you surprised people are accepting today, "It is not a good connection, I am in a crowded place"? They must not be aware of the quality that a PacketZoom can bring?**

**Mr. Gian:** Some people are patient. They are patient maybe if they are about to watch a long movie, because it is okay to wait a few more seconds for it to start. But most mobile app users expect content to load fast. We recently conducted a survey among two thousand mobile app users and what we found out confirmed our theory that users hate waiting; they expect mobile apps to load within three seconds or less and start dropping when an application takes more than five seconds to load. Users are abandoning slow applications and form negative perception of those brands.

**CEOCFO: Would you give us a couple of examples of how you work with a company, what their problem might be and how you figure out what needs to be done technologically to make it better?**

**Mr. Gian:** Our pricing model is based on daily active users. Therefore, we are interested in working with customers that have lots of users. Actually, it is interesting to note that the guys with lots of users are also the guys that are the easiest