AI Is Changing Software — Real-Time Web Calling Still Needs Human Craft

Insights from Siperb CEO Conrad De Wet on turning WebRTC demos into dependable, production-grade calling.

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AI has made it easier than ever to turn ideas into code. Features that once took weeks can now be drafted in days, and iteration cycles are shrinking across the industry. For many products, that

acceleration is enough to create a competitive edge.

But real-time web calling is one of the places where faster code doesn't automatically translate into a finished experience.

In a recent conversation, Conrad De Wet, CEO of Siperb.com, described why browser-based calling continues to expose problems that are environmental, intermittent, and operational. "AI makes it cheaper to produce code," he said. "But browser calling isn't won by code volume. It's won by what happens when calls hit the real world—unreliable networks, NAT and firewall behaviour, media negotiation edge cases, and what you do when something breaks at scale."

The hard part starts after "it works"

A call that succeeds in a clean test environment can still fail when customers are behind corporate security controls, moving between networks, using VPNs, or dealing with ordinary Wi-Fi congestion. In communications, the user environment is not a detail—it shapes whether the experience survives.

Browser calling must navigate device permissions, changing browser behaviour, headset quirks, and restrictive network policies. Connectivity is also shaped by NAT traversal constraints, where STUN and TURN infrastructure often determines whether sessions establish successfully and remain stable when direct routes aren't available.

Reliability is built through operations, not optimism

AI can help teams generate code and move quickly. It can even help analyse data. What it doesn't remove is the need for operational engineering: instrumentation, clear diagnostics, and recovery paths that prevent failures from becoming dead ends.

When a call drops or never connects, teams need practical visibility. Was it signalling? Media negotiation? Routing? A firewall or network path change mid-session? The organisations that treat those questions as first-class requirements—rather than after-the-fact debugging—tend to ship experiences that hold up.

De Wet put it plainly: "A lot of systems work until they're asked to work reliably. In communications, reliability isn't an enhancement—it's the baseline."

What buyers increasingly look for in 2026

As AI increases the number of "working" implementations available, buyers are becoming more demanding. They want evidence: connection rates, time-to-connect, stability under packet loss, and the ability to explain failures without guesswork.

AI will keep compressing build time. The differentiator in real-time web calling will remain the same: human engineering that designs for messy conditions—and operates the service with visibility and discipline.

About Siperb
Siperb provides browser-based WebRTC calling and SIP interoperability for businesses that need reliable voice in real network conditions. More information: https://siperb.com/

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