
IP COMMUNICATIONS BUYER'S GUIDE

REALIZING THE PROVEN VALUE OF
UNIFIED COMMUNICATIONS

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What you will learn in this guide

- **Times are Changing**
Trends in Today's Communications Infrastructure
- **Why Unified Communications?**
Enhanced Business Operations with Unified Communications
- **Quantifying UC Savings**
Efficiency Gains, Lowering Operating Expenses, and Future-Proofing Your Network
- **The Bottom Line**
Long-Term Cost Savings with Digium's UC Solution

■ Times Change

Is your Business Prepared?

Do you remember when communications was simply your phone system and all you were talking about was phone calls?

Today, do you...

- Find that you communicate more on your mobile phone, via email or chat than you do on your desk phone?
- Receive your voicemail messages in your email's Inbox?
- Click on a phone number in a web-browser to place a call instead of dialing that number on your phone's keypad?
- Make and receive calls on your mobile phone appearing as though they are coming to/from your office extension?
- Integrate your phone system with your common web or hosted business applications?

If you answered "yes" to any of these questions, you recognize the value of unified communications and the importance of mobility. If you answered "no", but want to find out more about how the face of business communications is changing and how to gain efficiency with realized cost savings, read more in this guide!

■ Telephony Trends Affecting Business Communications

Your options for voice and data have changed over the past ten years. Ten years ago, you purchased separate telephone lines for your phone network as well as a separate data circuit for your data and Internet traffic. This traditional, communications networks is comprised of dedicated connections, formerly referred to as “nailed-up circuits” limiting flexibility, making moves, adds and changes costly. In essence, when you want to add a user to your network or install new technology, you have to deploy a separate connection for each phone line.

Phone systems have changed dramatically over the past 10 years. Has yours?

IP-based Networks Make it Easier to Grow Your Business.

Other technologies have emerged over the past decade to bridge the gap to today's IP-based network. These interim technologies offer shared network infrastructures for voice and data connections, but lack the sophistication to provide a scalable network for quality voice, video and data traffic. IP Communications, the solution to provide faster, converged networks, is now the dominant technology for business communications, making it easier to add new services and applications in the future.

■ IP Communications

How to Improve Your Business Communications

Why are businesses rapidly adopting IP Communications? To remain competitive. Business executives must assess and improve their operations enabling flexibility, efficiency and profitability in their practices. IP (Internet Protocol) has emerged as the dominant standards-based, universally available technology not only for data traffic, but also for your phone calls. IP is the backbone to every major phone network today and is the overlaying technology that enables communications over any type of physical

connection providing you single access for your – voice, video, and Internet applications. This universal communications method empowered by Unified Communications enables you to choose the network that will provide the best solution for your daily demands, giving you the flexibility you need as your business changes and grows.

As your business grows and requires a network upgrade, you will not have to replace all of your communications equipment and assets, such as your phones. Simply add only the necessary pieces to enhance your business. With a flexible IP architecture, you can communicate remotely, wirelessly, and save money by sharing access for all of your applications.

Flexibility for your network layout

With an IP Communications deployment method, you can choose the bandwidth or network service that is right for your business. You can easily move, add or change users on your network without calling your service provider to upgrade. Your networking equipment becomes universal as well. Now you can change your network without having to replace all of your hardware. This allows for future growth.

*Leading analysts predict VoIP adoption among businesses will continue to increase rapidly over the next few years, reaching **79% by 2013**, compared to **42% at the end of 2009**.*

Mobility-IP Communications allows you to take your office on the road

With mobility, anywhere you can access the Internet, you can establish connectivity to your office, allowing you to not only access your email, but your voicemail, and video applications too. The mobile infrastructure empowers you to never miss a web meeting or a phone call. You can access your calls from your laptop computer with a softphone installed.

Not only will you save money by implementing a Unified Communications solution, you will save time and gain efficiency in your employee productivity.

Higher Bandwidth means you can work faster

You now can utilize an IP network infrastructure to transport your voice, video and data. The opportunity to benefit from higher-bandwidth services such as Metro Ethernet or 4G Wireless infrastructures enable higher bandwidth and faster data and voice transmission, so you can multi-task and increase productivity.

Future-proof your network

IP is projected to continue to dominate the communications medium. Newer technologies continue to pave the way for a long-term trend in IP network. IP allows for hosted and virtual services to exist leveraging mobility and accessibility. Unified Communications is the tool to enable all of these services to integrate together.

*Unified Communications is becoming the dominant method to facilitate efficient and productive business communications. The UC market size is expected to reach **16.5 Billion Dollars by 2015.***

UC Solutions proven to save time and money

Not only will you save money by implementing a Unified Communications solution, you will save time and gain efficiency in your employee productivity level. Research shows that an employee can gain at least 1.5 hours of work with the flexibility of a UC solution. In addition to saving on your monthly phone bill and maintenance charges, you can respond to customers quicker.

■ Unified Communications

Now that IP bridges the gap to a universal network protocol, the solution to enable your communications over this technology is Unified Communications (UC).

Unified Communications is the solution to empower your IP network to maximize your efficiency and realize the benefits of voice, video and data. While VoIP is the technology enabling voice transmission on an IP network, UC leverages unified messaging, unified presence, as well as integrating both business data and video applications with your phone system.

Flexibility and Productivity! Unified Communications combines unified messaging, presence, VoIP and data integration, empowering a mobile workforce. Bloomberg cites productivity and efficiency gains in 2009 trending upward, attributed to a mobile workforce and integrated applications. Mobility redefines the lines between, and the accessibility of, both professional and personal services and needs. This allows for real-time collaboration, helping to accelerate real-time decision-making. With the ability to access business applications anywhere, unified communications empowers today's workforce.

What are the advantages for your business?

Opportunity! Infonetics states most phone extensions today are delivered via IP PBXs, comprising a sizable share of the install base. Businesses expect to increase their phone extensions at a higher-than-normal growth rate over the next two years due to a shift in the economy. The network continues to evolve and UC is the right way to ensure that your business is ready for the future.

Why is it time to realize the proven value of Unified Communications?

Unified Communications not only enables efficiency gains in your workforce, it also affects the bottom line. Investing today will save you on long-term costs. This might be hard for you to believe, but simply see for yourself how you can save money and invest in the future.

How much could your business improve if you could ...

- **Change** your out-of-office greetings remotely?
- **Receive** your voicemail in an email format or even via text?
- **See** presence or the status of people on their phone system to know whether to transfer a call?
- **Review** your associated Outlook calendar appointments when you receive a call from that contact?
- **Locate** a record automatically in your CRM system when a contact calls you?
- **Invest** in a phone system with flexibility to grow as you grow?
- **Take** your office on the road?

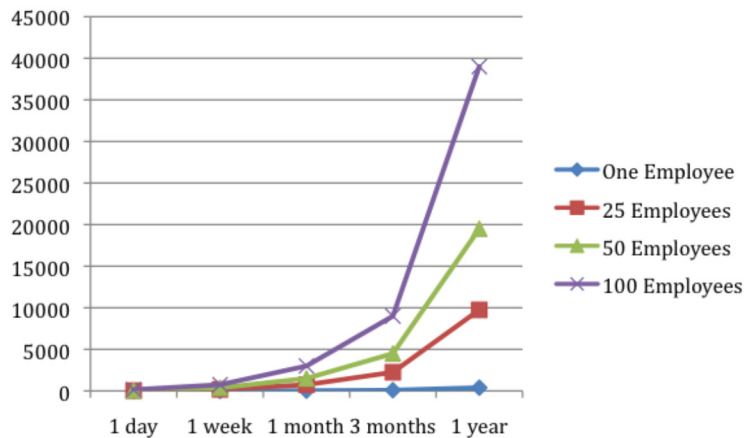
Bloomberg cites productivity and efficiency gains in 2009 trending upward, attributed to a mobile workforce and integrated applications.

■ Saving Time Saves You Money

An average of 1.5 Hours is gained each day for an individual employee using UC:

- Find-Me, Follow-Me saves a person up to 30 minutes a day by being able to reach your co-worker on the first attempt.
- Unified Messaging saves an individual in excess of 40 minutes a day by providing one interface or application to access email, voicemail and fax.
- Interactive Voice Response Systems automatically route calls to the appropriate person alleviating on-hold times saving 5-15 minutes per day.
- Mobility increases responsiveness and therefore, decreases productivity delays by being able to access office communications from a mobile device saving at a minimum of 30 minutes a day.
- Not to mention there are many other time-saving features including Presence, Built-in Chat, Business or Web Application Integration, Click-to-Dial, and Visual Voicemail.

Efficiency Gains. Number of Working Hours Saved



*With a UC system, you can realize **20-30% efficiency gains.***

Long-term Savings with Unified Communications and Digium

You can save money by upgrading your system:

- **Eliminate charges for moves, adds, & changes**

Carriers charge US\$75-\$200 a piece for this service.

- **Save with built-in conferencing**

Shifting from a third-party conferencing service to an internal conferencing system based on unified communications reduces costs.

- **Minimize maintenance costs**

A technician on-site is required to maintain a traditional PBX system. With a web-interface and easy access, this solution eliminates costly maintenance charges.

- **Reduce phone bills**

Eliminate toll-charges by calling between branch offices as if they were a local extension in your office. Remote workers and soft-phone users can call from your PBX saving on additional phone lines and charges. Research shows this saves up to 60% on the monthly phone bill.

- **Decrease IT network requirements**

The company's IT department can maintain a single network for data, voice, and video rather than separate networks for each. Easy-to-use management and configuration access tools and end-user configuration further simplifies management.

*A company with 100 employees could easily **gain 40,000 hours a year.** That is equivalent to adding **18 employees** to your staff!*

■ Digium's Advantage

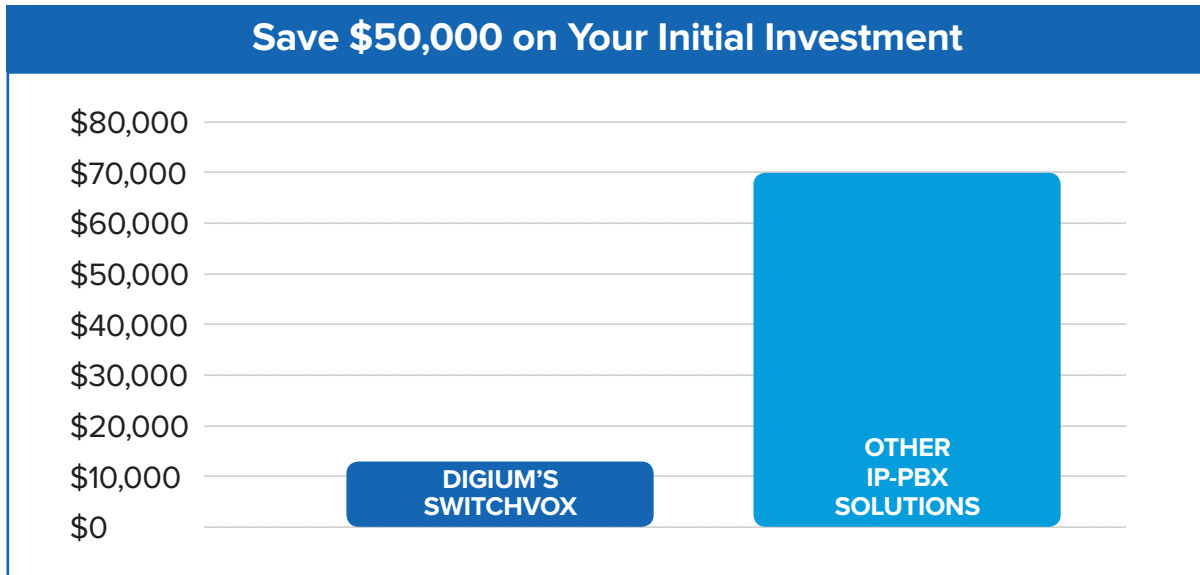
With all features included, you can save more than 60% on your initial investment and 80% on your total costs with Digium's Switchvox Unified Communications Solutions. See how other IP PBX platforms stack up against Digium's cost-effective, feature-rich solution.

Customer Option	Digium	Other IP-PBX
26-100 Users (Appliance)	\$4,240	\$2,995
Users License	\$4,500	\$6,000
Auto-Provisioning - Phones	\$2,700	NA
Voicemail/Auto-Attendant License	Included	\$14,000
Language Support	Included	\$995
SIP Trunking Software	Included	\$50
Operator Call Manager	Included	\$595
Conferencing	Included	\$9,300
Recording	Included	3rd Party Solution
Reporting	Included	\$1,485
IVR	Included	\$5,495
Call Queues	Included	\$20,000
Mobile Application	Included	\$2,375
SalesForce Integration	Included	\$3,125
Web Management Interface	Included	\$2,000
Web Click-to-Dial	Included	\$1,800
Approximate Maintenance Costs	\$	\$\$\$
Totals* (USD)	\$11,440	\$68,290

NOTE: All prices are MSRP.

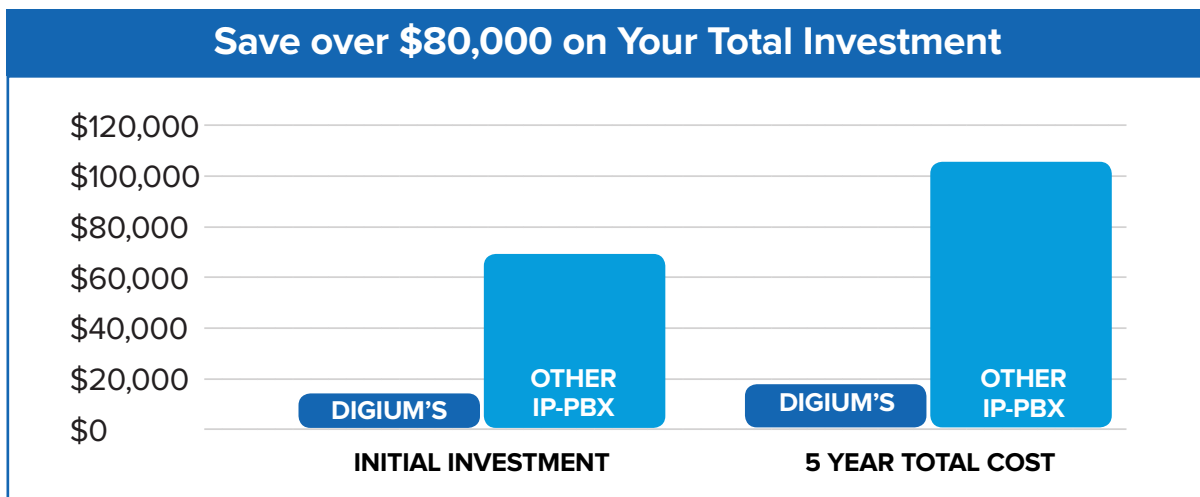
* Digium pricing assumes 100 users. "Other IP-PBX" costs assumes 25 users, except for user licenses and voicemail.

Cost of Capital

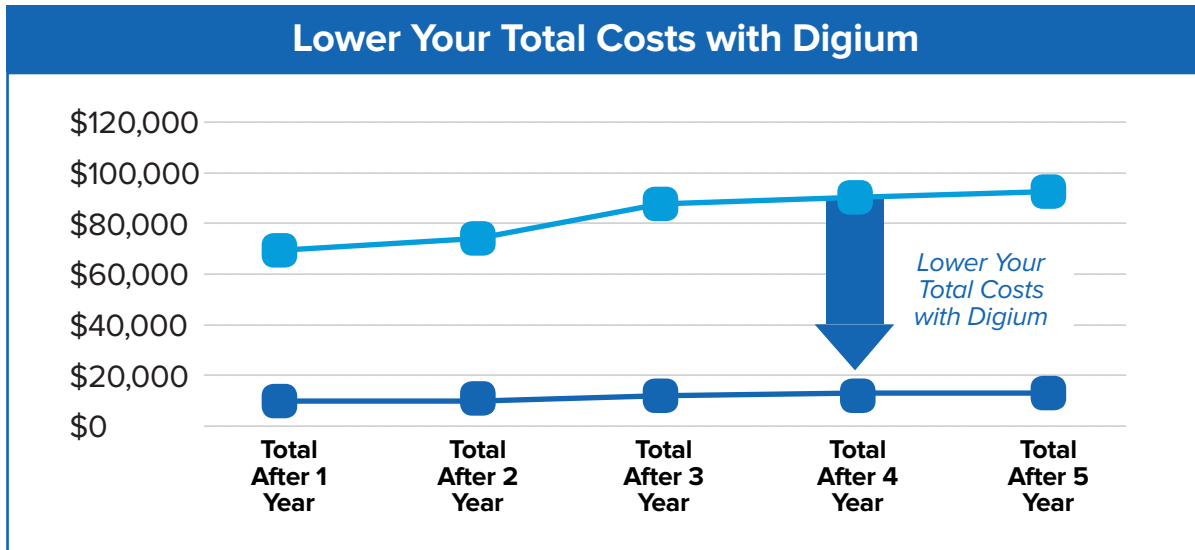


And, Digium keeps saving you money. Over five years, you will pay nominal service fees to maintain the health of your communications system, while others require that you maintain their costly add-ons and equipment charges adding up to more than 5 times the cost of a Digium solution. Digium saves you money on your short and long-term investments.

Total Cost of Ownership



Total Cost of Ownership

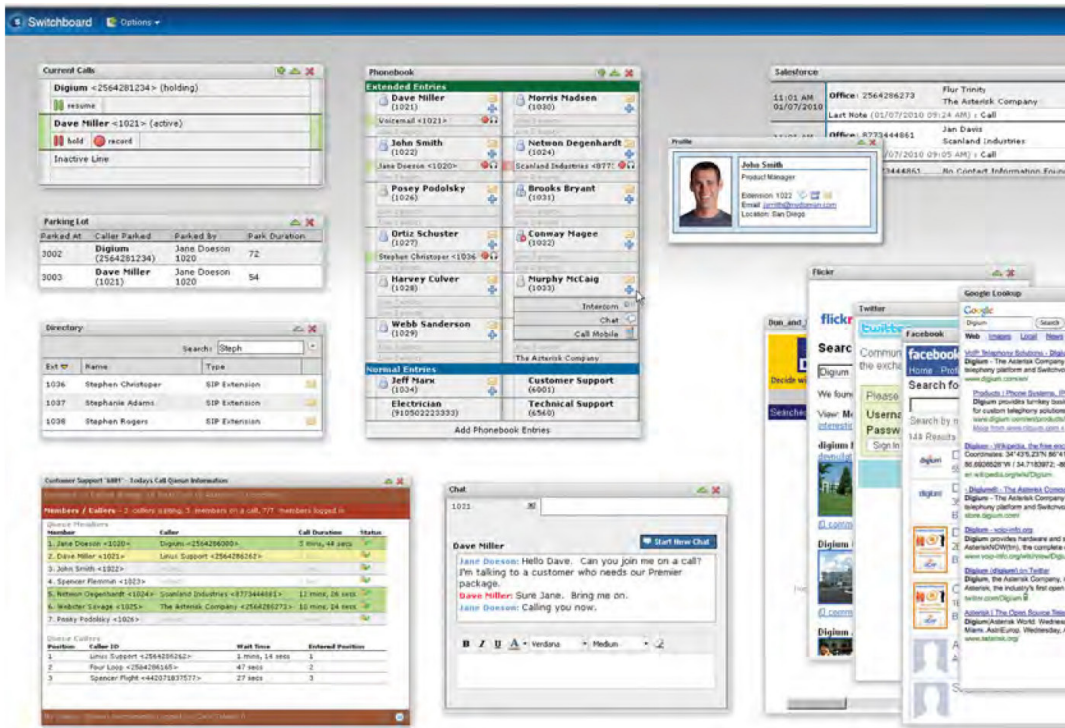


■ Digium's Switchvox

Digium has been shaking up the world of proprietary telecom since we invented Asterisk, the world's most successful open source communications project. Among other notable awards, Gartner has included Digium in the innovation category in its Magic Quadrant for four consecutive years. If you're like other businesses who are looking to new technologies like VoIP to improve their business, a proven innovator like Digium should be on your list. Digium's Switchvox Unified Communications system is built on the Asterisk platform and gives small businesses the system they need to do more than just talk. This award-winning solution gives businesses a better way to communicate.

Features you need at a fraction of the cost.

With Switchvox, you can enjoy enterprise-class features at a fraction of the cost of traditional systems. Imagine being able to avoid costly add-ons and have an integrated system that makes it easy to see and manage calls, as well as all of your other office communications - chat, fax, video.... even conferencing.



Digium continues to win awards for this Unified Communications system. CRN listed it as one of its 25 Products to Watch and named it a Tech Innovator award winner in the VoIP category.



There are many powerful options to choose from in the Switchboard interface. Do you want to record calls? Do you want to integrate with Salesforce or create web mashups with Google Maps? All of that is possible, with just a few clicks of your mouse. We can simply phone system challenges for businesses just like yours. Thousands of small businesses have already recognized the benefits of this powerful, yet affordable solution.

SAY HELLO!

The Bay Area's Leading Business Phone Service Provider

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