

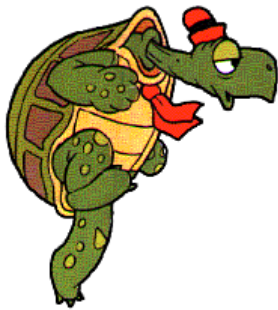


Start with VoIP and Fill Your Pipes
OPASTCO 2008 Technical and Marketing Symposium
David Rondeau – Director Product Management

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The Voice Services Market

➤ Two Types of Customers (*consumer and business*)



- Steady Eddie
 - Don't bother me
 - Reliability at a fair price
 - Will adopt new technology with the majority of users



- Fast Eddie
 - Values individual identity and will personalize services
 - Multitasking
 - Internet plays a key role in their lives
 - Looks for ways to stay ahead of the crowd

The Problem

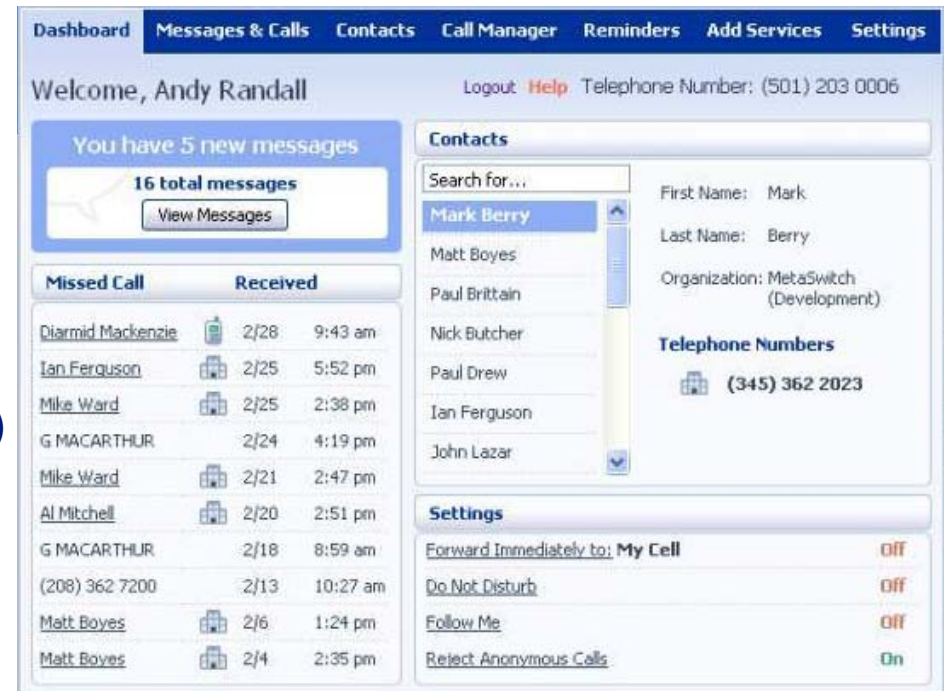
How do you serve Steady Eddie and Fast Eddie now and in the future?

- Overlay outsourced VoIP solution
 - Less investment
 - Volume purchasing vs. Owner's economics
- Cap and grow with VoIP solution
 - Conservative approach with options
 - Trigger point for total conversion to IP
- Replace legacy switch with VoIP
 - Progressive
 - Can be cost neutral
 - Easy to deliver enhancement when the customer is ready

With a VoIP Exchange

- Steady Eddie gets:
 - Reliable POTS
 - Advanced voicemail
 - Web access for managing and adding service

- Fast Eddie gets:
 - Web access for managing and adding service
 - FWC (Family Work Convergence)
 - Off premises extension
 - Incoming call manager
 - Advanced phone applications
 - Delightful user interface
 - Information snippets
 - Local business search
 - Network address book
 - Landline SMS
 - Mash-ups ...



Dashboard Messages & Calls Contacts Call Manager Reminders Add Services Settings

Welcome, Andy Randall Logout Help Telephone Number: (501) 203 0006

You have 5 new messages
16 total messages
View Messages

Missed Call	Received
Diarmid Mackenzie	2/28 9:43 am
Ian Ferguson	2/25 5:52 pm
Mike Ward	2/25 2:38 pm
G MACARTHUR	2/24 4:19 pm
Mike Ward	2/21 2:47 pm
Al Mitchell	2/20 2:51 pm
G MACARTHUR	2/18 8:59 am
(208) 362 7200	2/13 10:27 am
Matt Boyes	2/6 1:24 pm
Matt Boyes	2/4 2:35 pm

Contacts

Search for ...

- Mark Berry
- Matt Boyes
- Paul Brittain
- Nick Butcher
- Paul Drew
- Ian Ferguson
- John Lazar

First Name: Mark
Last Name: Berry
Organization: MetaSwitch (Development)

Telephone Numbers

(345) 362 2023

Settings

Forward Immediately to: My Cell **Off**

Do Not Disturb **Off**

Follow Me **Off**

Reject Anonymous Calls **On**

Conclusion

- VoIP technology is ready to serve both traditional and progressive customers.
- The evolutionary approaches vary but there will be a time in the not to distant future where all voice traffic is over IP.

“I think it is Tuesday, but I am not quite sure which Tuesday.”