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HOSTED VoIP.

WHAT DOES THAT MEAN TO MY BUSINESS?

10 BUSINESS PEOPLE MAKE THEIR VOICES HEARD.



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LATELY, THERE HAS BEEN A LOT OF BUZZ SURROUNDING HOSTED VOICE OVER IP (VoIP) FOR BUSINESS.

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Companies can finally replace their old phone systems and get a far more flexible phone solution for a fraction of the cost. But it's not just replacing one phone system for another. With Hosted VoIP, you get the benefits of outsourcing the management of your phone system, which means you'll need fewer resident experts to handle things. What's more, Hosted VoIP expands communications and productivity by providing a range of advanced features and functionality. And it does so without straining your budget.

No wonder more and more companies are adopting this powerful, yet affordable solution. In fact, according to industry research, VoIP is one of the fastest growing technologies, dramatically changing the way companies do business.

Even though companies both large and small heap praise upon this solution, many business people are still unaware of the difference Hosted VoIP can make to their business.

We hope this guide provides answers and useful insights on how Hosted VoIP can impact business communications immediately—and for years to come—by providing more features and more flexibility, all for significantly lower costs than you might expect.

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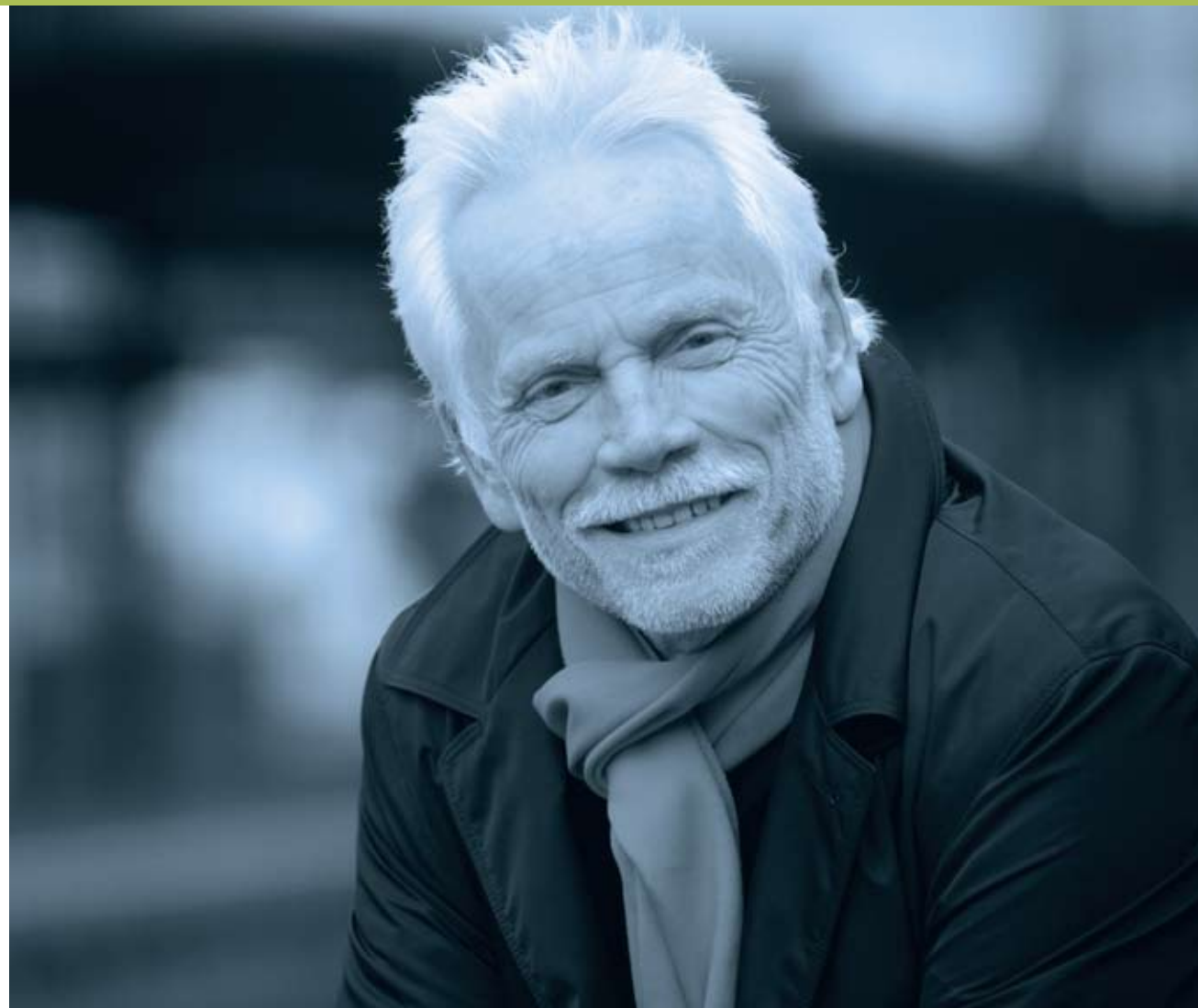
I'D LOVE TO HAVE THE NEWEST

COMMUNICATION FEATURES FOR THE COMPANY. IT WOULD HELP US GET ON EQUAL FOOTING WITH SOME OF OUR LARGER COMPETITORS. BUT IT'S ALWAYS A BUDGET BUSTER BRINGING IN THE LATEST TECHNOLOGIES.

1

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Lower Total Cost of Ownership



Business is more unpredictable than ever—growth one year, contraction the next year. Ideally, you'd be able to secure the most advanced technologies without having to spend significant money upfront on hardware. Hosted VoIP makes this possible.

With a Hosted VoIP solution, you save from day one on your monthly communications service fees. All you need are VoIP-ready handsets. That's right, **no expensive boxes or systems required.**

You save money every month as well because you no longer need to manage both phone and data lines. Traditional phone lines, and the high price associated with them, are now a thing of the very expensive past.



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ALL THIS VoIP STUFF

IS GOBBLEDEGOOK TO ME. THE LAST THING WE NEED IS ANOTHER COMPLEX TECHNOLOGY TO MANAGE.

2

Minimal IT Support Required

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Unlike the complex traditional phone systems that sit in a closet, Hosted VoIP requires very little IT support or training to administer. You can quickly add users, delete users, enable additional features—all without additional support or staff. The reason? A simple web interface. In fact, a Hosted VoIP solution is so simple and intuitive, users can manage their own features right from their computers.

It's one management issue that can be taken off the shoulders of IT. Who knows, maybe they'll even thank **you** for a change.



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MAYBE IF I DIDN'T LISTEN

TO REPORTS ON THE ECONOMY, I'D FEEL MORE COMFORTABLE ABOUT SPENDING BIG MONEY ON A NEW PHONE SYSTEM. WE DO NEED IT, BUT I DON'T NEED THE EXPENSE RIGHT NOW.

3

Operating Expense vs. Capital Expense

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The last thing you want to do in this economy, or any economic climate for that matter, is spend tens of thousands of dollars on a phone system.

With Hosted VoIP, there are no large servers or systems to purchase. Other than phones, there are no capital expenditures to depreciate over time. Which means it comes off of your books. All you have is an affordable monthly service fee that connects your business and employees to a host of capabilities that dramatically improve productivity.

Let's imagine you were a business that needed to incorporate call center functionality. You received a quote for a traditional telephony system. It's possible it could cost you an excess of \$120,000. By contrast, a call center based on a Hosted VoIP system may be as low as \$1,200 per month! Imagine the impact that would have on your finances.



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PHONES KEEP THE HEART

OF MY BUSINESS BEATING. IF SERVICE STOPS FOR ANY REASON, IT CAN CAUSE SIGNIFICANT DAMAGE.



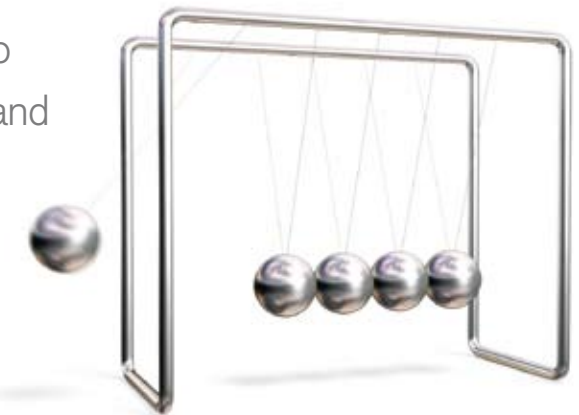
4

Business Continuity

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Let's assume some worst case scenarios: Your building is flooded. Or an earthquake wreaks havoc. Or a fire knocks out power for miles around. Now, let's assume you have Hosted VoIP. Want to know how things would be? Business would go on—uninterrupted. Since no physical box resides on your premises—it resides in redundant and secure data centers—customers can still connect with your business because employees can work from anywhere. The reason? A web-based portal that allows you to quickly forward calls to cell phones or other phones in unaffected locations.

It's an incredibly fast and easy way to take control of a disastrous situation and ensure that anything major becomes just a minor incident.



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I USED TO BE ABLE TO TAKE

A LONG VIEW OF MY BUSINESS. BUT WITH THIS ECONOMY, I CAN'T AFFORD TO GET LOCKED INTO ANY TECHNOLOGY THAT CAN'T SCALE. IMPOSSIBLE. MY COMPANY NEEDS THE FLEXIBILITY TO MAKE IMMEDIATE CHANGES.



5

Scale Up/Scale Down

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Five year projections? Ten year projections? Frankly, for most businesses, it has become nearly impossible to make accurate predictions. It's why you need a highly-flexible technology like Hosted VoIP.

Hosted VoIP is a sure way to give you the peace of mind that comes from **not being constrained** by a phone system that only supports a fixed number of employees and can be costly and complicated to expand.

If resources become squeezed, you can quickly scale back. On the other hand, if you open a new branch office, or need to provide remote communications, or just need to prepare for a spike in demand around the holidays, it's quick and easy to scale up without any disruption to your business.

Total flexibility. Easy to manage. Quick to deploy. Hosted VoIP is a decision with only upside.



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WE'RE A SMALL COMPANY

WHO NEEDS TO LOOK BIG TO BE COMPETITIVE. HAVING THE LATEST TECHNOLOGIES WOULD HELP, HOWEVER, FEATURES ARE EXPENSIVE AND ONLY CERTAIN ONES APPLY TO MY BUSINESS.



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6

More Functionality

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Even if you're jaded about technology, once you see all of the advanced features and functionality that are available from a Hosted VoIP system, you'll be seriously impressed by the impact it can have on your business. And the best part is you can activate only those features that you need to make your company more productive.

It starts with HD voice, the clearest a business call can get. That's just scratching the surface. Through Hosted VoIP, you can have voicemails automatically forwarded to your email account, you can make a call from a cell phone or remote office and have it appear as a call from the main office. You also have the ability to integrate with Outlook or your Customer Relationship Management system. Basically there isn't much you can't do with Hosted VoIP.

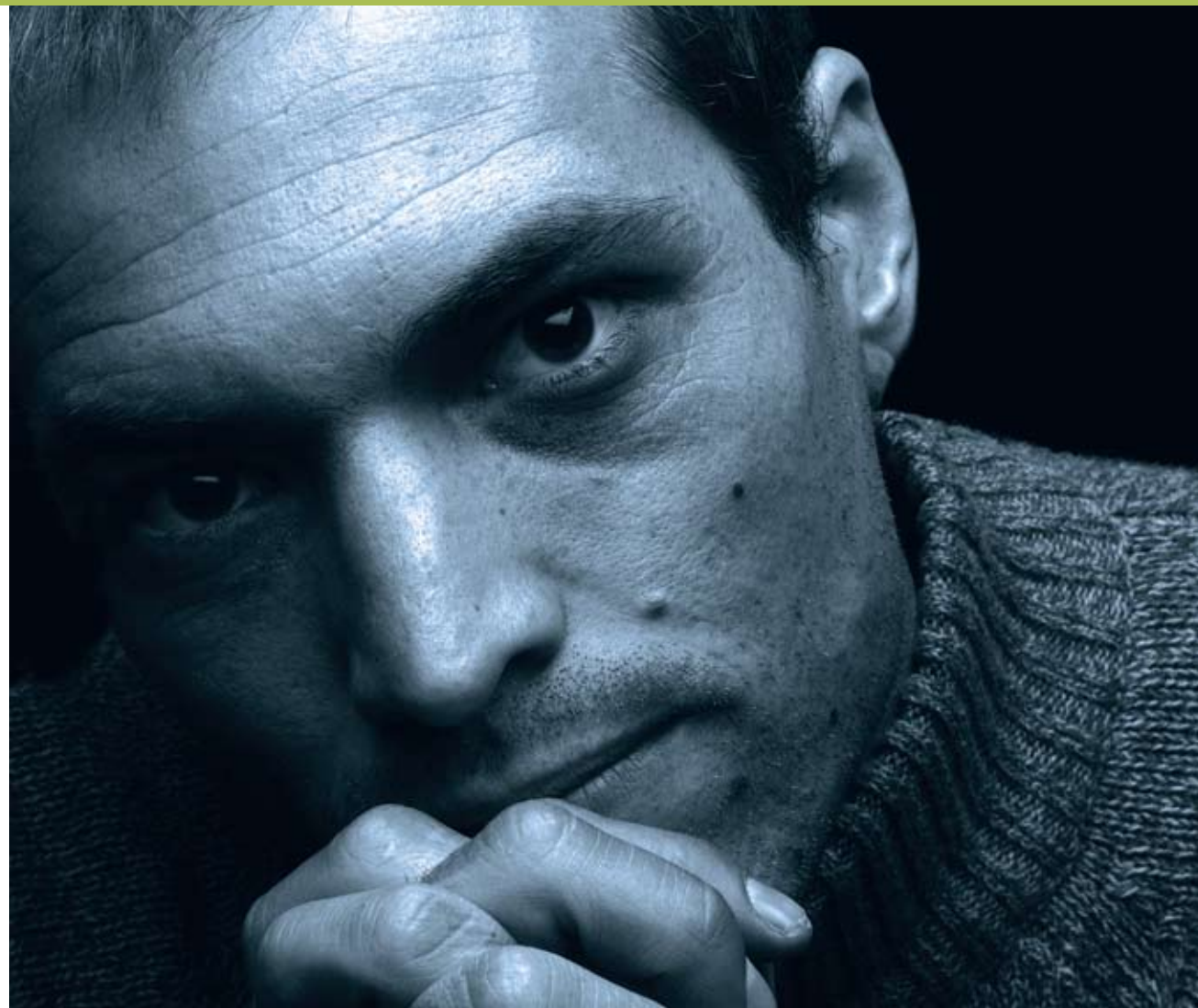


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IT SEEMS THAT EVERY TIME

**I INVEST IN TECHNOLOGY, IN NO TIME,
IT'S TIME TO UPGRADE.**



7

Automatic Upgrades

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With Hosted VoIP, there's no box on your premises, so there's no hardware to upgrade in order to take advantage of new features and technologies. Because your service is outsourced, upgrades are provided through software changes that happen automatically in the background. Of course, you'll be made aware of any new capabilities as they come on line. That way, you can quickly utilize them to support your employees and better service customers.

So stay focused on your business and leave the upgrades to your Hosted VoIP service provider.



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IN THIS BUSINESS, INDIVIDUALS & TEAMS

WORK IN ALL KINDS OF LOCATIONS. FROM THE BOARDROOM TO THE WAREHOUSE, IN OFFICES, SHOP FLOORS AND CONFERENCE ROOMS, OUR COMPANY RELIES ON HAVING THE RIGHT PRODUCTS FOR ALL OF THE WAYS WE COMMUNICATE.

8

Productivity Anywhere

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It's hard to advance your business if it's tethered to convention.

And there's no ball and chain quite like a desk phone. Hosted VoIP is the ideal solution for existing and emerging workforces who demand constant connectivity and productivity from anywhere—and at anytime.

Whether attacking issues from a desk, a conference room, or powering through meetings on the road, Hosted VoIP gives companies the powerful communications features they need to keep things moving forward no matter where or when business is done.



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THESE DAYS, WE NEED TO GET MORE DONE

WITH FEWER RESOURCES. WE'VE HAD TO CUT BACK ON TRAVEL. BUT THERE'S NOTHING AS PRODUCTIVE AS FACE-TO-FACE COMMUNICATION WITH OUR CUSTOMERS AND STAFF.

9

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Video On



Video conferencing is the perfect solution for moving business forward while cutting back on costs. Facial expressions, gestures, eye contact—they all make communications far more personal and ultimately, more productive.

Video calling significantly increases the quality of communications. With Hosted VoIP, it's easy to get started with video, and so simple to use. In fact, video calling is as easy as making a traditional phone call. As you'll see, there is nothing quite as compelling as being able to see the people who matter to your business.



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ON ANY GIVEN DAY, THERE ARE DOZENS

OF ISSUES TO MANAGE. A PHONE SYSTEM SHOULD BE THE LAST OF OUR CONCERNS. PHONES SHOULD RELIABLY ASSIST US IN OUR BUSINESS, AND NOT BE IN NEED OF OUR ASSISTANCE.

10

Focus On What Matters

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One of the best ways to stay competitive is to focus on your core business. With a Hosted VoIP solution, the management of increasingly complex business communications is done for you off-site. It all happens in the background while your employees utilize advanced features and productivity tools like voice, video, and wireless to take up new goals and take down obstacles that stand in their way.



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A PARTNERSHIP ADVANCING COMMUNICATIONS.

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Hosted VoIP is one of the fastest growing technologies for business. Leading the way are solutions from Polycom and their HD Voice IP phones and video conferencing systems which are powered by BroadSoft's BroadWorks[®] platform.

Working together, these two visionary companies are enabling service providers to offer the highest quality communications systems with the widest range of advanced features and services. They are not just changing the way business communicates, they are also changing the pricing model, making this latest technology available to all businesses.

About Polycom

Polycom is the global leader in telepresence, video, and voice solutions that empower people to connect and collaborate everywhere. Companies choose Polycom for solutions that enable their geographically dispersed workforces to communicate and collaborate more effectively and productively over distances—connecting and collaborating from desktops, meeting rooms, classrooms, and mobile settings.

About BroadSoft

BroadSoft provides software that enables fixed-line, mobile and cable service providers to deliver voice and multimedia services over their IP-based networks. The Company's software, BroadWorks, enables service providers to provide enterprises and consumers with a range of cloud-based, or hosted, IP multimedia communications, such as hosted IP private branch exchanges, video calling, unified communications, collaboration and converged mobile and fixed-line services.

About IPFone

IPFone is the leading provider of managed hosted pbx, integrated voice & data, and internet access solutions for business. IPFone's solution is powered by BroadSoft, the world's leading developer of VoIP applications software and Polycom, the world's number one manufacturer of IP telephony products. IPFone's core offering is an outsourced IP phone system that provides companies with an "enterprise class" PBX that is implemented quickly, painlessly and for a fraction of the cost of systems with similar capabilities.

IPFone's services utilize the AT&T network and other Tier 1 carriers such as Qwest, Teleglobe and Global Crossing.

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