



COMPTTEL PLUS
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The Case For Managed Services

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Introduction to MetaSwitch

- ✈ MetaSwitch – Class 4/5 softswitch for residential and business voice services
 - More than 500 platforms deployed
 - More than 100 CLEC customers
- ✈ MetaSphere – IMS app server platform and application suite
 - Voicemail / Unified messaging
 - Auto-attendant
 - Incoming call management
 - Fixed / mobile convergence
 - Legacy Switch Enhancement

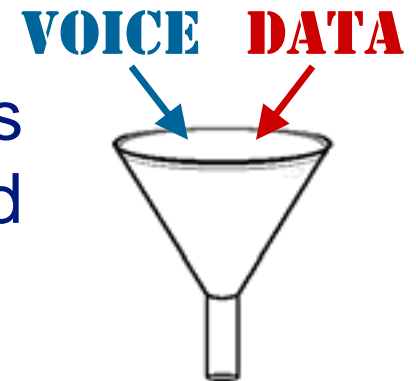


VoIP as Enabler for Managed Services



Modernize your network

Attract business customers with true Converged Services –not channelized



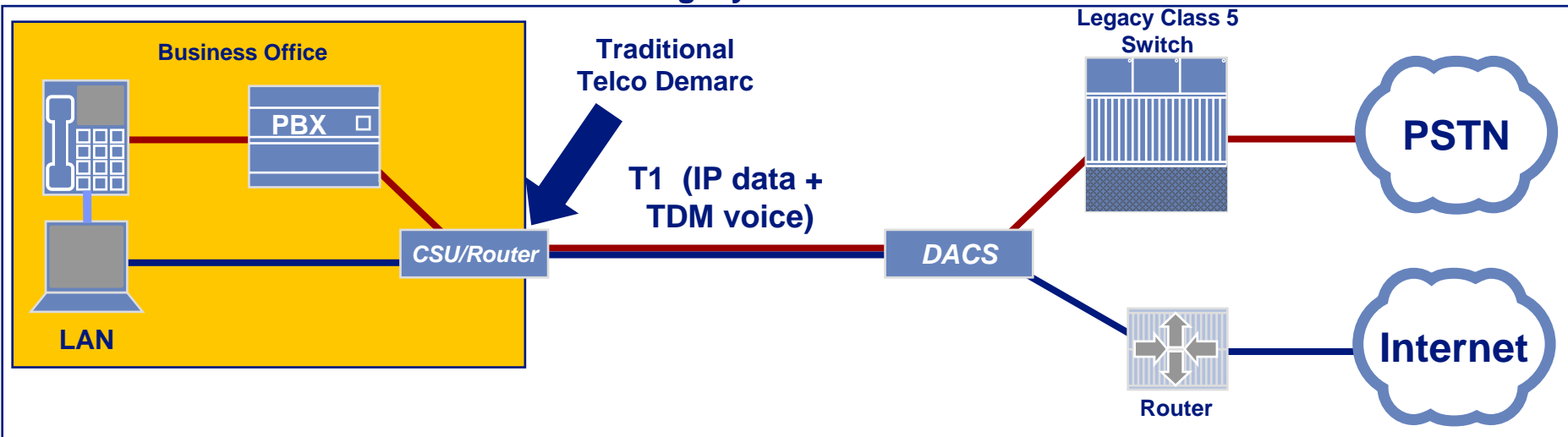
Generate new revenue with hosted voice services

Expand wallet share and Loyalty through Managed Services



Next-Gen Networks Brings Demarc Inside the LAN






Legacy Network

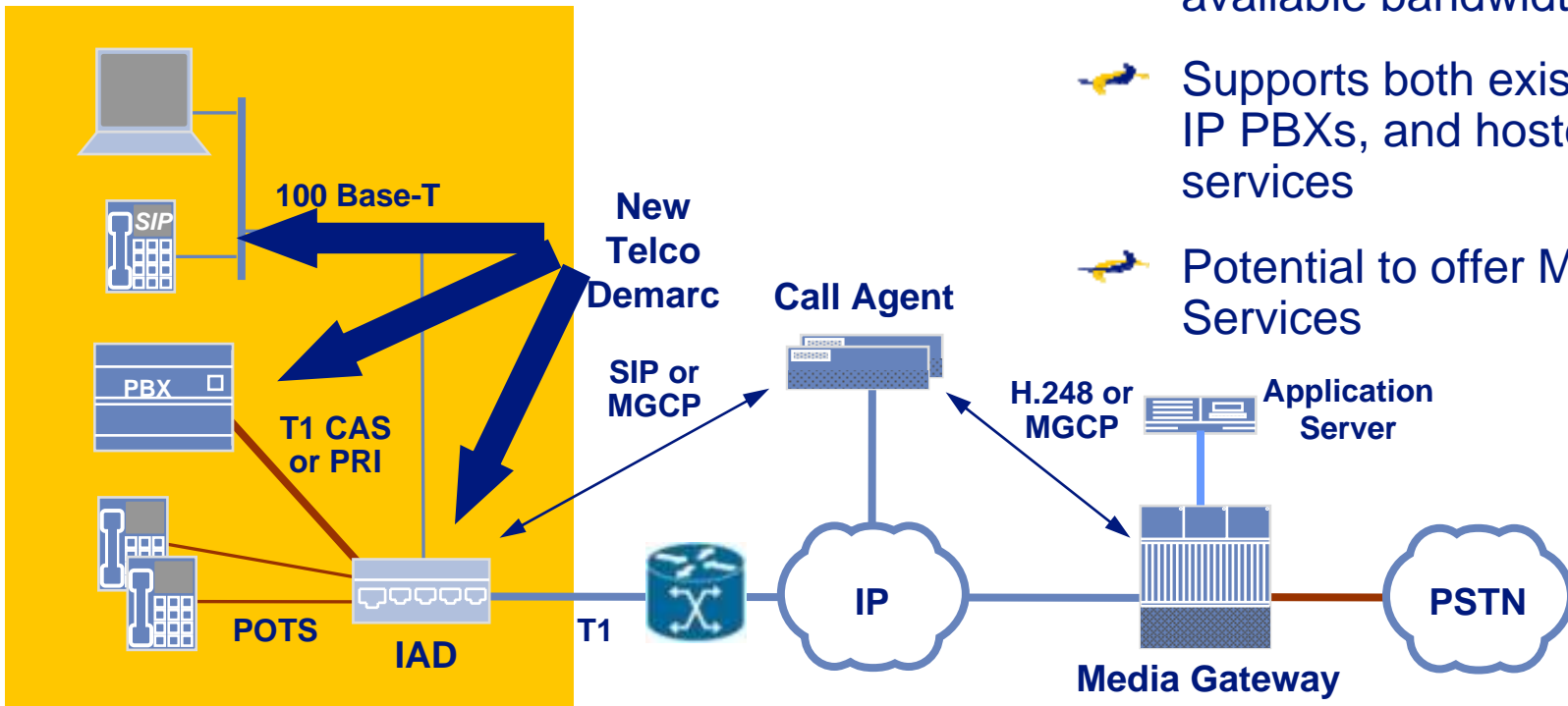


Next-Gen Networks Brings Demarc Inside the LAN



Cisco 2431

-  Deliver combined voice and data services over T1
-  Immediate cost savings in network access
-  More efficient usage of available bandwidth
-  Supports both existing PBXs, IP PBXs, and hosted voice services
-  Potential to offer Managed Services



Hosted Voice for Businesses: Key Requirements

Call Features

Residential feature set plus:

- Shared Line Appearance
- Attendant Console
- Call Park / Retrieve
- Multi-Line Hunt Groups
- etc etc

Enhanced Services

- Unified Messaging
- Auto-Attendant
- Media On Hold
- Conferencing
- Paging
- etc etc

SIP Phone Support

The latest SIP phone hardware . . .
but user interface must follow established and familiar patterns.



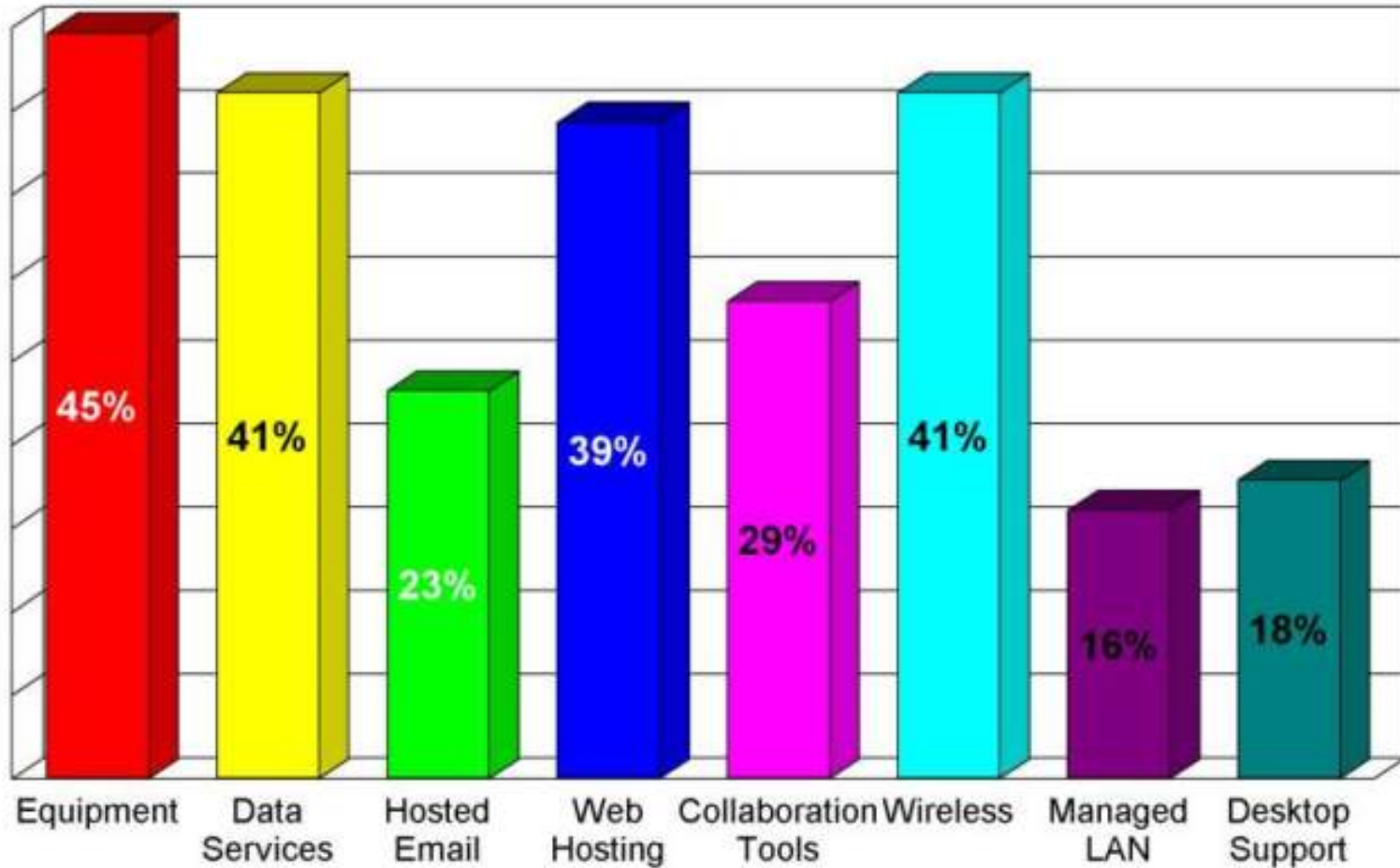
Self-Service Administration

The Web portal is a powerful tool for attracting and retaining customers.



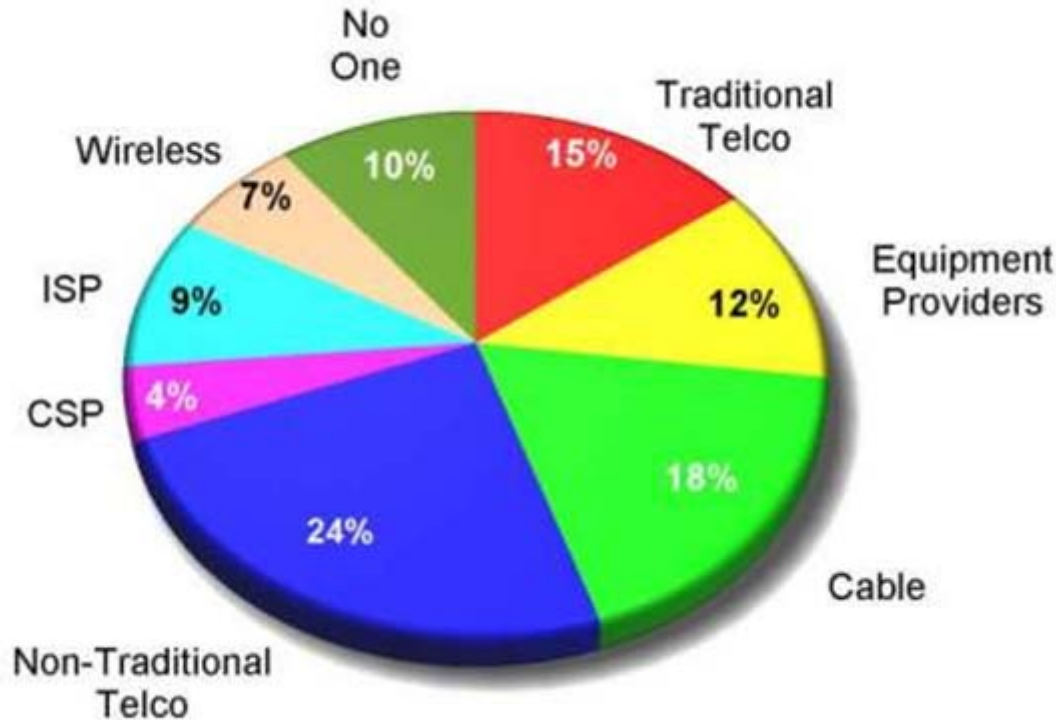
Potential to Upsell Other and Managed Services

What other services would you consider buying from a single VoIP provider? (< 100)



Business VoIP Market Perceptions

Question: whom do you think of as a business VoIP provider?



Source: Savatar, 2007

Perception is overwhelmingly in favor of alternatives to traditional telcos

Case Study: Nextera Communications

- 2 year CLEC based in Northern Minnesota
- Managed Voice Services offered:
 - PRI/SIP business trunking (wired/wireless)
 - CENTREX
 - Analog via CPE/IAD (traditional)
 - IP phone based (nex gen)
 - Key System replacement
 - IP phone + sidecars where necessary
- Have attracted over 500 business customers in short order
- Web self care (putting the customer into the management of voice services)

Summary and Conclusion

- ✈ Focus on **costs** → network modernization
 - Well-trodden path to replace TDM switches with VoIP

- ✈ Focus on **customer acquisition** → Flex T1 service
 - Easy to deploy (assuming a VoIP network!) and fast ROI

- ✈ Focus on **ARPU** → hosted voice services for Businesses
 - Services supported by SIP business phones maturing fast
 - Market momentum is building rapidly

- ✈ Focus on **Wallet Share and Loyalty** → Managed Services
 - Remote Manage CPE
 - Remote LAN Management
 - Hosted Firewall, Content Filtering, etc.



Thank You

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