



Value Proposition Overview For Large Distributed Enterprise Customers

The EnTelegent Business Internet Telephony solution is rapidly becoming the clear choice for small to medium-sized businesses interested in saving money and improving their overall telephony infrastructure. Without a doubt, the salient capabilities of EnTelegent have been proven to deliver a highly competitive and feature-rich solution for any small to medium-sized business. However, for the large distributed enterprise customer, the economic benefits in most cases are so greatly magnified that the resulting value proposition presents an overwhelming appeal.

Dramatic Cost Reductions

Most large distributed enterprise (LDE) customers, including retail, quick-serve restaurants, service companies, or any business with a significant number of distributed brick and mortar locations, must deal with provisioning each location for telephony, alarm service, transaction processing and other applications that have traditionally required dedicated analog telephone lines (i.e. POTS lines) or T-1/PRI lines.

Even with only one line per location, this cost is usually significant for the customer because of the number of locations. This problem is rooted in the nature of the circuit-switched POTS network. Each location must have a wired line into the phone network and that line is a fixed expense each month regardless of how often it is actually used. By contrast, one of the unique and powerful features of the EnTelegent solution is the ability to pool voice lines.

EnTelegent lines are 'virtual' in the sense that they are only 'used' when there is an active call path in progress, meaning an inbound or outbound call. This means the customer need only pay for the number of lines they require to handle the total simultaneous call volume for all locations. This generates tremendous savings for the customer.

Even organizations with a modest number of locations have enjoyed significant cost savings by only paying for the number of lines they use rather than purchasing a number of phone lines for each location. The time zone effect alone allows our customers to greatly reduce line counts.

One large discount retailer with about 9000 locations, saved almost three million dollars (\$3M) annually. This included the cost for installation and equipment for the new system. Interestingly, they were previously paying for only one phone line per location, but were able to reduce this line count down to 3,000 lines using the EnTelegent solution. They still maintain 9,000 phone numbers and all calls are always routed to the correct location. However, based on their historical call volumes, they don't foresee ever needing more than the 3,000 line pool to handle 100% of their total call traffic.

It should be noted that all calls are always placed regardless of the number of EnTelegent Lines purchased by the customer. A call that would take the total number of call paths in use over the number of available lines get connected just like any call. This is known as "bursting" and a per minute charge is assessed for this call. However, EnTelegent bills this charge in six-second increments and as soon as another call in the enterprise ends and the line count drops below the number of available lines, the bursting charge stops and does not round up.

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Several customers have situations where they historically purchased a large number of phone lines to be able to handle seasonal or event driven spikes in their call volumes. Florists are a good example of this situation. Even though they pay bursting charges for their high volume call days, their annual telephony expense is still dramatically lower because of the much lower line cost over the course of the year.

In addition to leveraging line pooling, the EnTelegent system delivers cost savings in several other ways.

Conference Calling – Many LDE customers have district, regional or even companywide conference calls on a regular basis.

One quick-serve restaurant customer has a practice of holding a Saturday morning conference call at the district level across their entire chain. Prior to an EnTelegent solution, they were spending over \$30,000 per month for conference calling services. The EnTelegent solution includes 'meet me' and ad hoc conferencing at no additional charge. Any number of conference call PINs can be issued to any user on the system, allowing them to setup their own 'meet me' conference calls.

Maintenance – The EnTelegent model includes maintenance on all EnTelegent equipment. If any piece of equipment should fail for any reason while under contract, it is replaced at no charge within 24 hours. This includes lightning strikes. Additionally, all software updates are included and automatically deployed to all systems. There is no customer intervention required and all systems are kept up to the current revision of software.

Fax Over Internet– IP-based fax can be a problem unless the T.38 standard is rigidly supported. EnTelegent offers a true T.38 fax option, thereby eliminating the need for another copper phone line.

Move, Adds, & Changes – The entire network of EnTelegent devices is managed via an easy to use web interface. All voice mail, auto attendant prompts and configuration information is stored in the data centers and replicated across multiple servers for redundancy. EnTelegent customers enjoy a much lower total cost of ownership as a result of this ease of administration.

IP-Based Alarm Systems – Together with our partner, Integrated Security Systems, we offer IP-enabled premise alarm systems that further reduce the need for analog phone lines. ISS is the largest Honeywell alarm infrastructure and monitoring company in North America and specializes in the LDE market. They also offer a fully PCI-compliant data network for secure bandwidth requirements, should that be a customer need.

Features and Applications

Generating significant savings is only part of the story. Any business telephony system today needs to deliver a robust feature set and more advanced internet applications. The EnTelegent system is not only efficient, but extremely powerful and flexible.

Briefly, some of the key features include:

Built-In Disaster Recovery – The EnTelegent architecture provides a “no call left behind”

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capability in the event of a local catastrophic failure of any aspect of the system, including power outages or internet failures. Each site has a pre-programmed DR plan for how to process calls in the event of a site down scenario. Calls can be automatically routed to employee cell phones or another location. The call routing can be easily changed to accommodate temporary changes in desired call flows. This feature is inherent in the system and comes at no additional charge.

A multi-location retailer in the Midwest is in the glass/window market. They were very pleased with the savings and features of their new system, but never thought the disaster recovery capabilities would be of any value. During their first summer, hurricane Ike settled in over their headquarters' city and brought 75 MPH winds and took out power and phone service for everyone in the city.

All their calls were immediately routed to their employee cells phones, per their DR programming. They then took some phones and traveled to the closest city unaffected by the storms and setup in a conference room with basic internet. Quickly changing their routing allowed them to then receive 100% of their business calls in this new "war room."

Not only was there a huge surge in business as a result of the storm, but they captured many new customers who could not reach any of their competitors because of the legacy phone system interruptions. They are now very happy to tell anyone and everyone what their system did for their business.

Digital Prompts – Standard .WAV or .MP3 files can be uploaded to the system for use in Auto Attendants, MOH (music on hold) or in Queue messaging. Multiple MOH files can be used throughout the system.

Find-Me / Follow-Me – This feature allows each user on the system to have calls directed to multiple destinations either sequentially or simultaneously. For instance, managers may want to have calls sent to their cell phones if they are not answered within a certain time frame.

Unified Messaging – Voice-mail-to-email is included with the system at no charge.

Outlook Integration – The system can integrate with MS Outlook for click-to-dial capability out of the box.

Remote Extensions – The EnTelegent system gives the users location independence. An internet connection is all that is required, so remote workers or remote extensions are easily implemented. Cell phones can be integrated as extensions on the system as well.

Call Center - The basic ACD functionality of the system is very capable, but for customers who need a true call center solution, EnTelegent offers a very robust optional call center application. This call center platform supports true virtual call center agents and includes advanced features like skills-based routing and unlimited queues.

One airline customer discovered they could eliminate their inbound ticketing call center by leveraging the ticket counter agents when they were idle. This saved them over \$100,000, in addition to the original savings they enjoyed by deploying the EnTelegent solution in all their ticket offices for telephony.

Call Quality and Reliability

Unfortunately for many large enterprise customers 'Voice Over IP' does not always have a positive connotation. Over the last several years, organizations of all sizes have attempted to move to VoIP. Many of these projects have been expensive, hard to manage, difficult to operate and have delivered substandard call quality. As a result, the term VoIP doesn't always inspire confidence in the hearts and minds of IT professionals.

Actually, the problems have not been with VoIP technology itself, but rather the architectures the legacy telephony and internet vendors have chosen to go to market with. Legacy PBX manufacturers have implemented VoIP based systems on their older TDM or "key system" platforms. These platforms are very 'PC-like' with hard drives, standard processors, fans and other legacy design aspects. Even the smallest of these systems tend to be too expensive for an organization with many locations and smaller number of phones and lines in each location. The justification for the large capital outlay is just not there.

Conversely, the legacy carriers and other new companies have touted hosted VoIP as their approach. This architecture is equally flawed. The obvious problem is that all call traffic must route through the hosted data center with no exceptions. This means even intercom calls or station-to-station calls within a building are routed to the hosting center, dramatically wasting the available bandwidth. Also, with a pure hosted solution there can be serious reliability and quality issues that arise with no intelligence (i.e. PBX) at the edge.

The EnTelegent solution is a very advanced, low-cost IP-PBX for the edge location with a hosted service for the VoIP lines. This end-to-end architecture was developed in tandem to deliver a complete business grade internet telephony solution without any of the pitfalls of the aforementioned legacy approaches.

The EnTelegent solution includes both the IP-PBX and the service. This gives us a unique capability to deliver guaranteed reliability and quality along with our advanced feature set that no one else can deliver with the same economics.

The low cost IP-PBX at the edge allows us to shape and optimize voice traffic to and from one of our multiple data centers. From there, we control the call routes and are able to monitor and manage all traffic across the internet in real time. We are able to use a higher compression algorithm than most other vendors which results in modest use of available bandwidth.

A simple DSL circuit can handle up to 24 simultaneous calls on the EnTelegent solution. The entire system is monitored and managed on a 7 x 24 x 365 basis, including periodic call quality monitoring to look for any potential problems caused by inefficient routing or problems with the internet provider at each location.

In summary, EnTelegent has a low-cost, high quality business grade telephony solution that will generate huge savings for almost any large distributed enterprise. The architecture is simple, yet elegant and delivers a very impressive suite of internet telephony applications at no extra charge. The quality and reliability are second to none and guaranteed. The entire solution is preconfigured making branch level implementation simple and low cost.