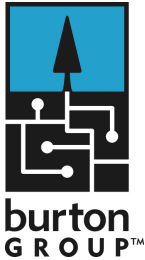


Enterprise Strategies for Convergence



Paul DeBeasi

Senior Analyst, Burton Group

pdebeasi@burtongroup.com

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Agenda

- Panel Introduction
 - Craig Gosselin, Chief Marketing Officer, NewStep Networks
 - Vivek Khuller, CEO & co-founder, DiVitas Networks
 - Al Leo, VP Sales, Marketing, Business Development, Tango Networks
 - Steve Shaw, Director of Marketing, Kineto Wireless
 - Paul DeBeasi, Senior Analyst, Burton Group (MODERATOR)
- Fixed mobile convergence - an overview
- Company overview
- Panel question and answer
- Audience question and answer

Keep a list of questions to ask panel at the end of the session!



FMC Defined

More than just wired/wireless convergence



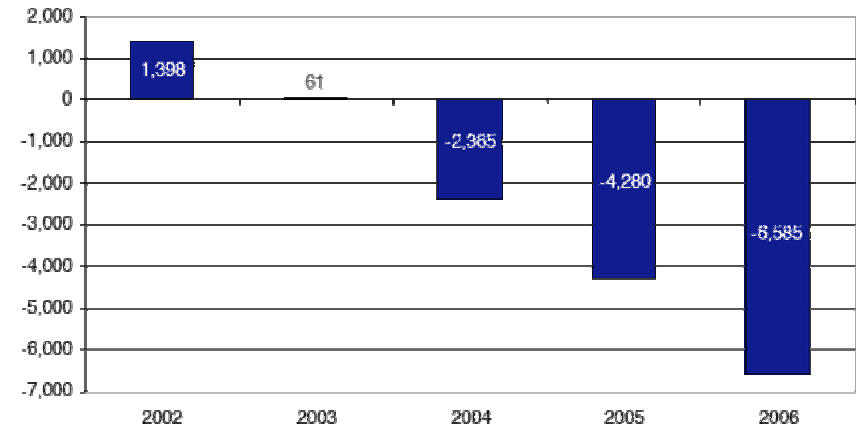
- Voice convergence
 - WHAT: seamless roaming between fixed & wireless networks
 - BENEFITS: ↑ coverage, ↓ costs, one number, PBX integration
- Unified communication
 - WHAT: integrated voice, text msg., video msg., presence
 - BENEFITS: accessibility, new capabilities, better user experience
- Network integration
 - WHAT: integrated PSTN/mobile networks using SIP, IMS, VoIP
 - BENEFITS: improved service provider net., new service platform



FMC Drivers

The ever shrinking wireline market

- Enterprise perspective
 - Desktop phone substitution
 - Result: ↑ cost, ↓ PBX integ., ↑ voice mbox
- Fixed operator perspective
 - Fixed line phone substitution
 - Result: ↑ M&A (AT&T + Cingular Wireless)
- Mobile operator perspective
 - Market saturation
 - Result: ↑ competition, ↓ revenue, ↓ profits
- Other factors
 - Phone evolution, collaboration software,
 - Unified communication, 3G mobile services



European Union fixed line attrition
(000's)
(Source: IDATE, February 2007)



Architectural Approaches

- Mobile/Fixed operator control
 - Operator (e.g., AT&T) provides call control & signaling
 - Enterprise network is used as a “bit pipe”
 - FMC as a service (e.g., IP Centrex)
- Enterprise control
 - Enterprise provides call control & signaling
 - Fixed & mobile operator network are “bit pipes”
 - FMC owned by enterprise (e.g., own the IP-PBX)
- Fundamental questions for the enterprise
 - Do I want to outsource FMC services to an operator?
 - Do I want to own & manage my own FMC equipment?
 - What phones & client software must I use for my FMC solution?





Craig Gosselin

Chief Marketing Officer
NewStep Networks



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NewStep Overview

Our Company

- Who We Are:**
- A software solutions company in the service convergence space
 - The creator of VCC technology (an industry standard), and the first to deploy service convergence software solutions using this approach
 - Spun out from Bell Canada in 2003

- Markets:**
- NewStep sells direct and through partners to service providers
 - NewStep solutions serve the enterprise and consumer markets
 - The enterprise segment is moving first and is our primary focus

- Products and Technology:**
- A broad portfolio of FMC solutions - single-mode, dual-mode, and PBX extension
 - NewStep's Converged Services Node (CSN) is an application server that uses innovative signalling software for communication session control (16 patents filed)
 - The CSN is commercially deployed at BT and Embarq with carrier grade reliability (99.999%)





NewStep Overview

Funding: ● VenGrowth Capital Partners, Newbury Ventures, BDC Venture Capital, and BEST Funds

Offices: ● HQ in Toronto; Offices in Ottawa, US, Europe and Asia – 63 staff

NETWORKWORLD

“Ten VoIP Companies To Watch”



“Research Firm Names NewStep Top FMC Startup”





Vivek Khuller

CEO & co-founder
DiVitas Networks



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Company Profile

Founded	April 2005
Locations	Mountain View, CA (HQ); Bangalore, India
Funding	\$23M (Clearstone and Menlo Ventures)
Product	Available now
Intellectual Property	11 patents
Awards	Network World Top 5, Unstrung Top 10, Red Herring 200

Our Team consists of handpicked individuals from:



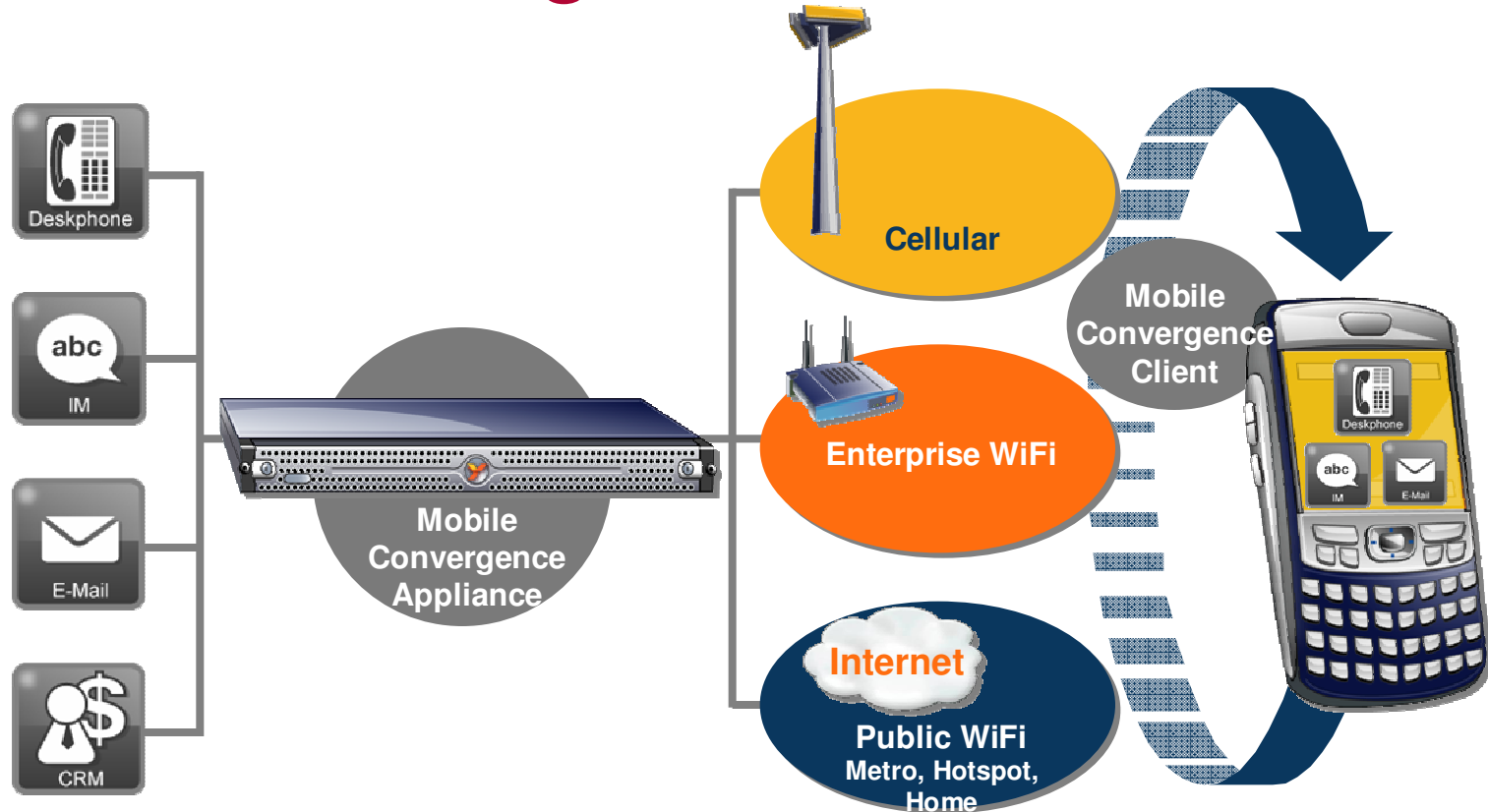
Collectively Brought over 16 Successful Products to Market



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Enterprise Mobile-to-Mobile Convergence - MMC



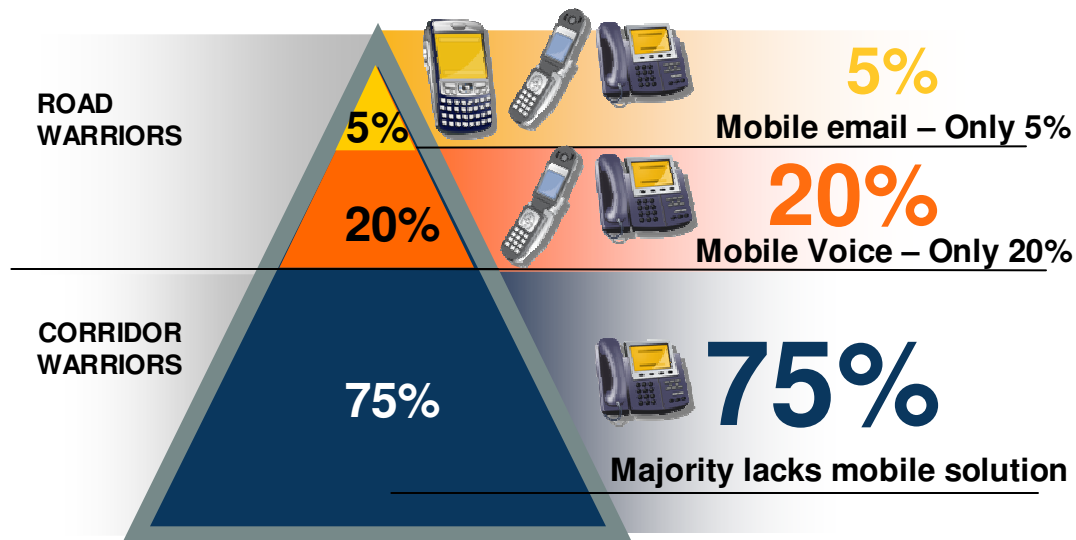
New Mobile Solution That Unifies and Extends Business Applications Equally, Securely, and Seamlessly Over Any Mobile Network



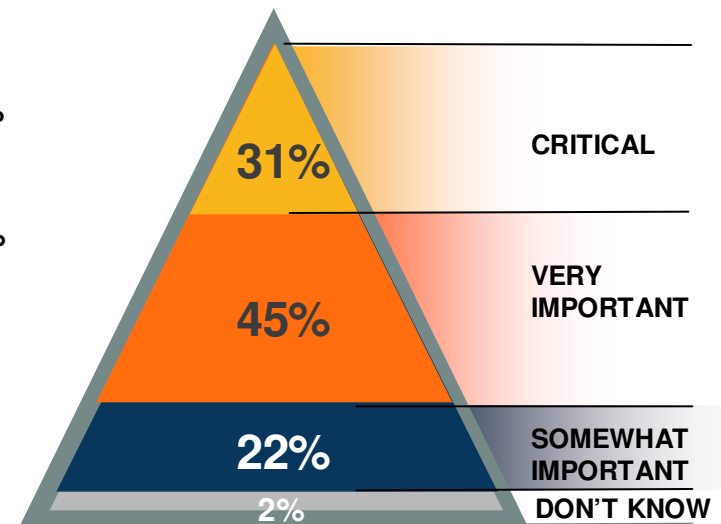


Enterprise Mobile Reality

Enterprise Mobile Penetration



Importance of Mobile Technology to Individual Job Success



The Gap – 50%

- Only 25% of workers have any company sponsored mobile solution
- More than 75% of workers consider mobility “critical” or “very important”

Sources: Yankee Research, May 2006; "Communications, Mobility, and the Working World" report, Economist Intelligence Unit, Sept.2004 (N=1500)





Al Leo

VP Sales, Marketing, Business Development
Tango Networks



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- + Any cell phone**
- + Any PBX**
- + Any participating wireless carrier**
- = Anytime, anywhere unified communications environment**



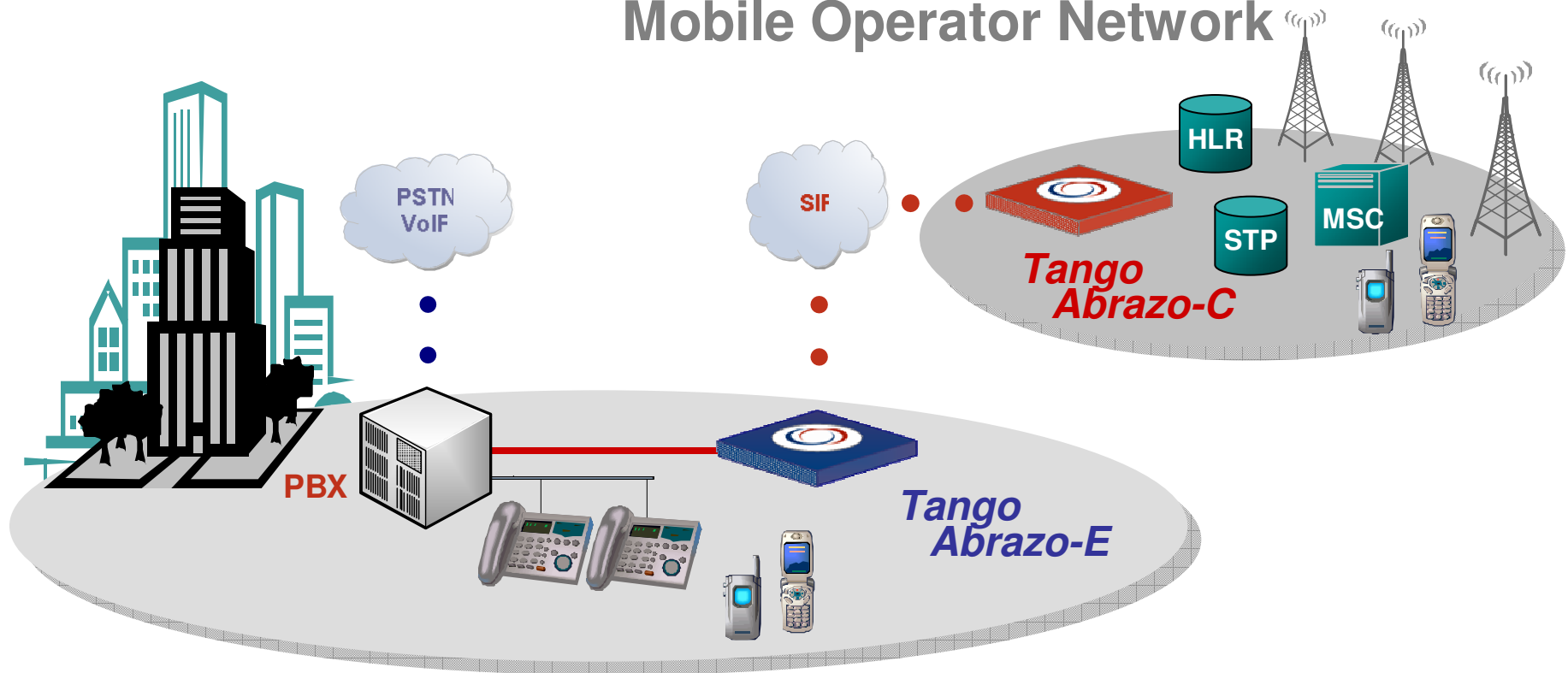


- **Seamlessly integrate ALL mobile phones**
 - No changes in user behavior
 - Remove handset cost as a barrier to entry
 - Keep customers on the carrier's network
- **Feature-rich, tight integration with ALL PBXs**
 - Meets the diverse needs of the enterprise customer base
 - Extends specific office environment to mobile phone
 - TDM IP PBXs
- **Enable creation of corporate mobility policy**
 - Define the capabilities offered to mobile phone users – features, functions, & policy
 - Expand pool of eligible corporate mobile subscribers
 - Always on – no handset client required
- **Enable new enterprise features and services**
 - API enables customized integration with enterprise apps
- **Carrier control / enterprise management**
 - Carrier front and center in value chain
- **Future-proof IMS evolution**
 - Supports legacy and IMS architectures





Mobile Operator Network



Enterprise Network

Standardized to Carrier Network – **Customized** to Enterprise Network



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Steve Shaw

Director of Marketing
Kineto Wireless



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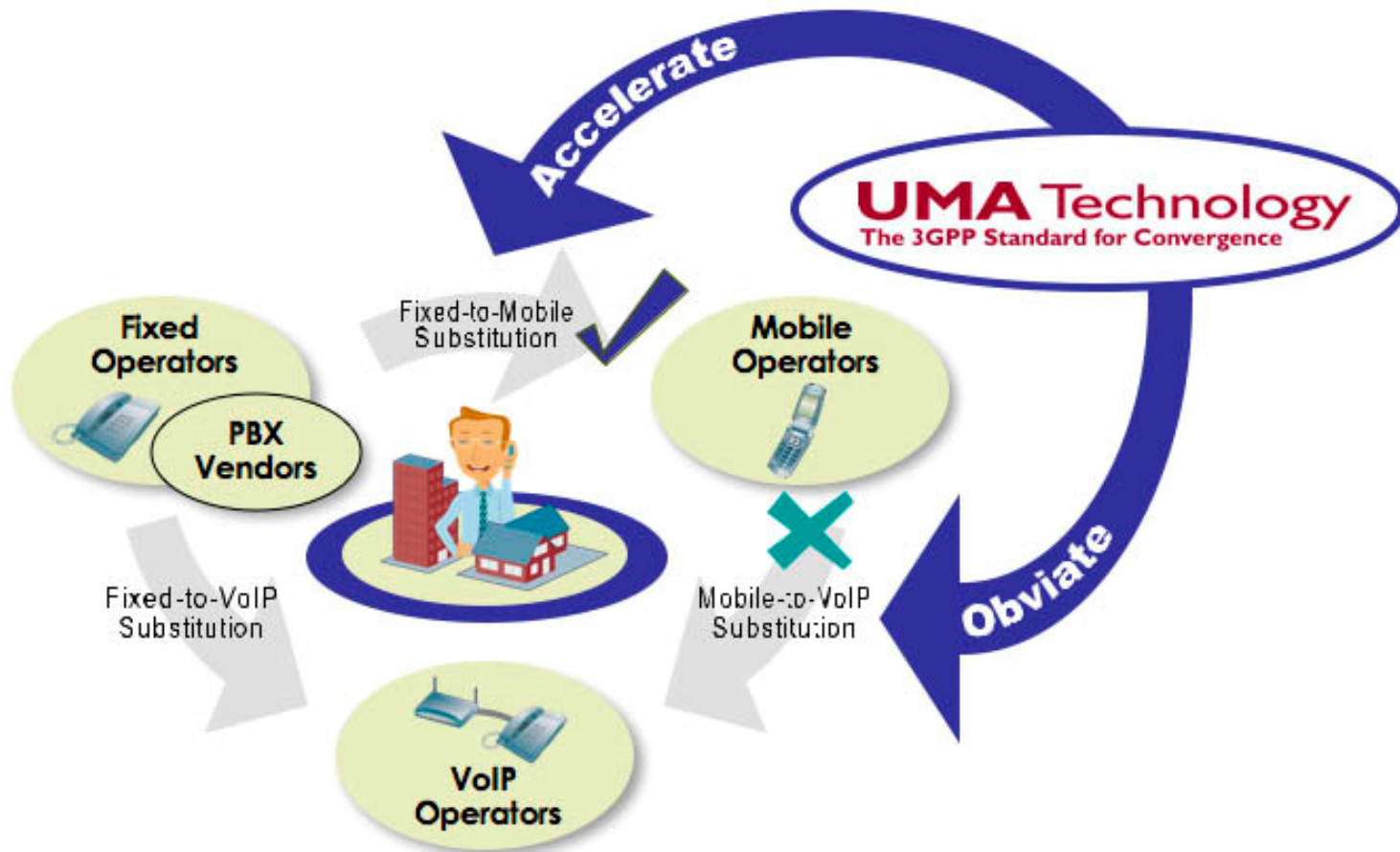


UMA
Thurman?

Universal Mobile Access

Kineto/UMA Mission

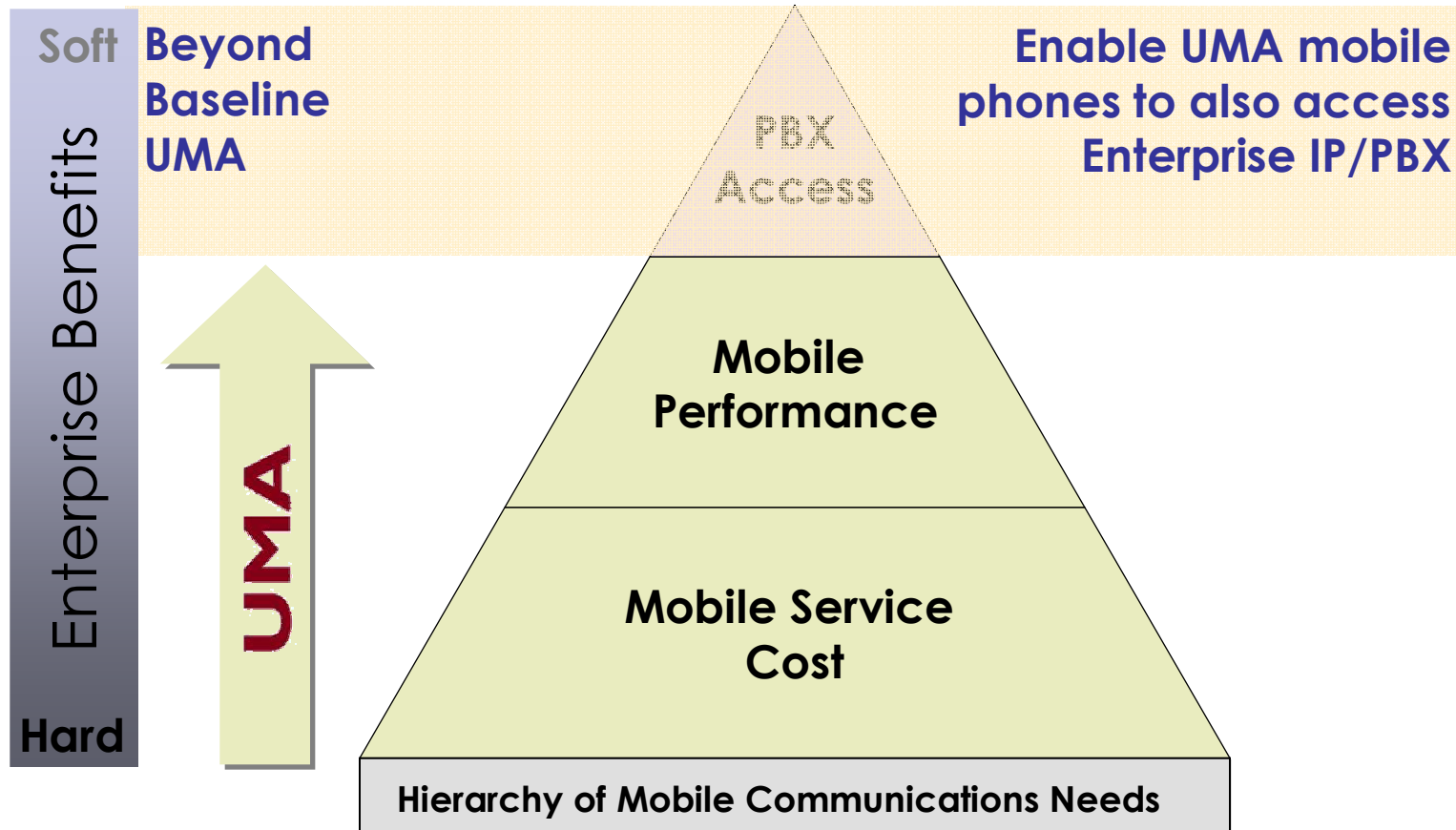
Equip mobile operators to win "Battle for the Building"





Building on UMA in the Enterprise

Leveraging Wi-Fi to go beyond mobile service access





UMA Services Launching!

BT

BT Fusion



FREE

Talk 4 minutes for every 1 minute in your plan when on Wi-Fi

orange

unik



€22/month

Unlimited calling to land-lines and Orange mobiles when on Wi-Fi

TELECOM ITALIA

TIM Unico
Powered by Alcatel



€15/month

Unlimited calling to land-lines and TIM mobile subscribers from Wi-Fi

T-Mobile

HotSpot @Home



\$20/month

Unlimited calling when on Wi-Fi

TeliaSonera

HomeFree



€20/month

Unlimited calling to landlines from Telia mobiles when on Wi-Fi for 2 mobiles

Panel Question & Answer



Questions

- FMC seems like a solution looking for a problem
 - What real world enterprise problems will FMC solve?
- I've been hearing about FMC for years now
 - But where can I find operators that offer FMC service?
- We use lots of different mobile devices today
 - Do I have to buy new dual-mode phones?
- The mobile/wireline networks took decades to build
 - When will the IMS network be “done”?
- I am confused about UMA versus IMS
 - Are they competitive or co-existent technologies?



Questions

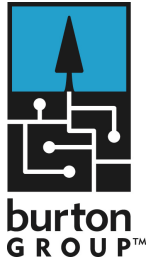
- Some operators have restrictive Acceptable Use policies
 - Will those policies affect my FMC service?
- Don't the mobile operators have walled gardens?
 - Will this affect my ability to load FMC software on mobile devices?
- FMC seems like an emerging solution/technology
 - Are there any enterprises with large deployments (1000+ users)?
- FMC makes use of wireless LANs in the enterprise
 - Will FMC increase my WLAN costs?
- FMC may require a significant investment
 - Can any of the vendors provide ROI guidance/analysis?



Audience Question & Answer



Thank You!



Paul DeBeasi

Senior Analyst, Burton Group

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