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CLOUD CALLING ™

VoipNow Professional

Market Positioning for Hosted PBX Services

This guide should be used by Service Providers that deploy Unified Communications services to enterprise customers using VoipNow Professional.

Service Providers can use this document to summarize the advantages delivered by Unified Communications services (voice, video, presence, faxing, and instant messaging) that can be deployed with VoipNow Professional and to compare these services with other popular offers on the market.

The following types of service plans are covered:

- Hosted PBX services for small and medium size enterprises – included in shared hosting providers' offer
- Leased Unified Communications infrastructure for small, medium and large enterprises – included in dedicated server providers' offer.

Hosted Unified Communications Services

Target market (end-users)
SOHO market (1-10 users)
Small & medium business segment (10-200 users)

Value Statement
Replace your legacy PBX system with a modern Unified Communications solution featuring voice, video, faxing, presence, and instant messaging. Easily integrate your new business telephony service with Microsoft Windows desktop software and web-based applications to improve daily communication tasks.
No high investment is required; get your PBX for a monthly fee. Grow as you want and enjoy the low telephony fees.

Service Description
The latest VoIP technology is now at your fingertips, offering increased productivity and unmatched flexibility. Unified Communications delivered as a hosted service can bring your company to a new level of communications experience. You will make a great deal of phone bill savings with the help of high-end PBX functions such as conferences, IVRs, call queues, and new communication channels like instant messaging. Choose your service plan,

customize your services, and make the best of these benefits as of today!

Fully-featured business hosted PBX: advanced call management and handling, call services (IVR, conferencing, call queues, voicemail in Inbox), and many other features.

No administration overhead. You and your employees are able to perform management in a web-based interface.

Integration with computer applications. Call your contacts directly from your Microsoft Outlook mail client, receive call notifications on your desktop, easily communicate using instant messaging, and check presence for everyone in the company.

Unify your network infrastructure. The new IP service renders your old PSTN wires obsolete. It also simplifies the network infrastructure and reduces maintenance costs as you will have only one network to manage.

Minimize your phone bills and overall costs. Enjoy call plans that offer free calls inside your network and low costs for long-distance and international calls. No upfront expenses, no CAPEX - just a hosted service with monthly fees and clear, predictable costs.

Service Plans

Choose the appropriate service plan. When your requirements change, just upgrade to another plan!

SOHO plan (10 extensions):

Suggested price: US $70 / month
Setup fee: US $30 (one-time fee)

Package includes:

- Up to 8 phone extensions
- One IVR (auto-attendant) extension
- One dedicated voicemail extension to check for voicemails received from landlines
- 2 DID public phone numbers
- 500 free national minutes included
- Low costs for international calls

- Up to 2 simultaneous calls
- Voicemail to email
- Free fax2email and email2fax
- MS Outlook integration
- Integration with computer applications (Desktop and Web)

Small Business plan (20 extensions):

Suggested Price: US $150 / month
Setup fee: US $50 (one-time fee)

Package includes:

- Up to 15 phone extensions
- One IVR (auto-attendant) extension
- One dedicated voicemail extension to check for voicemails received from landlines
- One dedicated conference extension for you and your partners
- Two call queue type extensions (for sales and support agents)
- 3 DID public phone numbers
- Up to 8 simultaneous calls
- Voicemail to email
- Free fax2email and email2fax
- 2,000 national minutes included
- Low costs for international calls
- MS Outlook Integration
- Integration with computer applications (Desktop and Web)

Intensive Business Call Plan (up to 50 extensions):

Suggested price: US $200 / month
Setup fee (one-time fee): US $100

Package includes:

- Up to 40 phone extensions

- Two IVR (auto-attendant) extensions
- One dedicated voicemail extension to check for voicemails from landlines
- One dedicated conference extension for you and your partners
- Four call queue type extensions (for sales and support agents)
- One callback extension
- 5 DID public phone numbers
- Up to 10 simultaneous calls
- Voicemail to email
- Free fax2email and email2fax
- 3,000 national minutes included
- Low costs for international calls
- MS Outlook Integration
- Integration with business applications (Desktop and Web)
- Add more extensions: US $4 / month per phone extension

Market Positioning

There are Internet Telephony Service Providers that offer hosted PBX services for the SMB market. These providers do not offer true Unified Communications systems, but in most cases they advertise reduced phone costs of by up to 50% and the advantages of a hosted PBX system.

While large corporations and enterprises (with multiple branches, even multinationals) prefer to have on-premises VoIP PBX systems, SOHO and small and medium enterprises are good targets for hosted PBX services.

Competition

Company name: Think Bright

Service: ThinkPlus

Target Market: SOHO, SMB

Website: http://thinkbright.net

Services:

Hosted PBX, IVR, unlimited calling in the US, fax, conference calling etc.

Pricing:

Plus 2 (4 extensions, 2 DID numbers) for $79.95/month

Plus 3 (6 extensions, 3 DID numbers) for $129.95/month

Plus 4 (10 extensions, 4 DID numbers) for $159.95/month

Company Name: RingCentral

Service: RingCentral Office

Target market: SOHO (up to 4 lines)

Website: http://www.ringcentral.com/office/howitworks/overview.html

Services:

Hosted PBX, voicemail, IVR, fax services for SOHO market; unlimited calling in US & Canada.

Pricing:

US $99.99 / month for 4 extensions;

Each additional extension costs US $24.99

Company name: Packet8

Service: Virtual Office

Target market: SOHO, SMB

Website: http://www.packet8.net/business_services/

Services:

Hosted PBX services (call management and routing services), Outlook integration, IVR services (optional), voicemail center (optional), fax services (optional), DID numbers (optional).

Pricing:

Metered extension (250 minutes to US and Canada, includes voicemail, 1 DID, auto-attendant routing and switchboard viewing) for US $24.99 / month plus US $40 one time activation fee.

Unlimited extension: unlimited minutes to USA & Canada, 1 DID number included, all other features included for US $39.99 / extension

Company name: Aptela

Service: Hosted VoIP PBX service

Target market: SMB

Website: www.aptela.com

Services:

Hosted PBX services, IVR, call management, Outlook integration, voicemail services, conference calling etc.

Pricing:

Metered calling (no minutes included) for US $15 / month per extension

Business calling (250 minutes included per month) for US $20 / month

Unlimited calling for US $24.99 / month per extension

You and Your Competition

Features	Your Plan	ThinkBright ThinkPlus	800 PBX	Ring Central	Packet8 Virtual Office	Aptela Hosted PBX
Market Positioning	SOHO, SMB	SOHO, SMB	SOHO, SMB	SOHO	SMB	SMB
IVR	Yes	Yes	Yes	Yes	Special	Yes
Voicemail	Yes	Yes	Yes	Yes	Yes	Yes
Call menus	Yes	Yes	Yes	Yes	Yes	Yes
PBX standard call features	Yes	Yes	Yes	Yes	Yes	Yes
Conferences	Yes	Yes	Yes	Yes	Yes	Yes
IM	Yes	No	No	No	No	No
Presence	Yes	No	No	No	No	No
MS Outlook int	Yes	No	No	Yes	Yes	No
Click2call	Yes	No	Yes	Yes	No	No
Call center support	Yes, call queues	Yes	No	No	Optional	No
DID numbers	Yes	Yes	Optional	Yes	Yes	Yes
Email2fax	Yes	No	No	No	No	No
Fax2Email	Yes	No	Yes	Yes	Yes	No
Pricing	Fair US $3.5–US $8 per extension	Moderate (US $15-US $20 per extension	Low (US $1-US $2 per extension	High approx US $25 per extension	High US $25-US $40 per extension	High US $15 – US $30 per extension
Remarks	More features than any other plan, the only one that integrates with hosting applications	Reasonable pricing, reliability, not too many features.	Aggressive pricing for base package. High cost for additional minutes and options.	Owned by Google	Good awareness, reliability, reputation	Lower cost per extension, but no minutes included.

VoipNow Professional on Dedicated Servers

Target Market (end-users)

If your hosted customers have more than 100 employees, in many cases they will want to get their own dedicated VoipNow Professional machine. Such customers use more than 20 concurrent calls and want the solution to be managed by the IT department. Considering that such a perspective necessitates super-user access to the platform, installation on a virtual or dedicated server is required. If the company has more than 500 employees, it is best to consider a dedicated server rather than a virtual machine.

Value Statement

Lease a professional and dedicated business Unified Communications system (voice, video, faxing, instant messaging, and presence) leave behind all worries about hardware maintenance, network infrastructure or telephony providers.

No high investment is required; get your dedicated PBX for a monthly fee. Enjoy business class communications services on a leased infrastructure at a very competitive TCO.

Services Description

Your hosted PBX system on your own server with guaranteed computing resources, available to deliver quality VoIP services! You are in complete control and can customize the solution according to your needs. Optional high-availability and fully-managed services are available.

- **Powerful.** Advanced call management and handling, call services (IVR, conferencing, call queuing, voicemail in inbox), SIP trunking, and many other features found only in high-end PBX enterprise systems are available. Enjoy voice, video, instant messaging, faxing, and presence in one system.

- **Flexible.** You are in complete control of the system. You can set system parameters, connections with various SIP providers, manage users, activate or disable services, integrate with third-party applications, impose user policies and quality of service.

- **Scalable.** When your company grows, you can upgrade to a more powerful, dedicated system or to the VoipNow 4Grid distributed services platform, which can handle tens of thousands users. No downtime and no user migration are necessary.

- **Cost-efficient.** The server environment is constantly monitored, the bandwidth is guaranteed, and redundant connections to data carriers ensure high-quality services. You pay monthly fees for infrastructure services without investing in expensive, on-

premises equipment and services.

Service Plans

Each plan includes hardware and software resources designed to deliver quality services for a guaranteed number of users.

Entry Dedicated Hosted PBX Plan (VM)

Suggested Price: US $100 / month
Setup fee: US $30 (one-time fee)

Service plan includes:

- Memory and CPU resources for 10 extensions and up to 10 concurrent calls
- 50 GB disk space
- Premium network
- Server root level access
- Automatic software upgrades
- Self-server management (reboot, restore, statistics)
- VoipNow Professional license for 10 users

Medium Dedicated Hosted PBX Plan (VM)

Suggested Price: US $250 / month
Setup fee: US $30 (one-time fee)

Service plan includes:

- Memory and CPU resources for 100 extensions and up to 100 concurrent calls
- 100 GB disk space
- Premium network
- Server root level access
- Automatic software upgrades
- Self server management (reboot, restore, statistics)
- VoipNow Professional license for 100 users

Market Positioning

Dedicated VoipNow Professional plans target technically skilled customers or enterprises that are able to set and manage the VoIP system on their own.

As larger companies already have in-house skilled IT resources available, they usually prefer this approach when it comes to choosing a Unified Communications solution. Smaller Internet telephony service providers also prefer to lease the entire platform they conduct business on. Such providers can rent a virtual or a dedicated server, depending on the number of users they plan to deploy with the installation.

This is a major opportunity for service providers to sell more virtual or dedicated servers, to bundle infrastructure services with VoipNow Professional leased license, and to offer a ready-to-use Unified Communications PBX for rent.

Competition

Due to the lack of software solutions, there are not many solutions of this type on the market.

PioneerVoIP

Target market: ITSPs

Services:

PC2Phone, Device2Phone, Calling Card, Callback, SMS callback solution, Ani Callback solution, DID callback solution, CLI Callback, Pin Callback, Wholesale Termination, Online Billing, Unlimited Resellers Creating, online shop, invoice generator, Paypal integrated online shop, pin recharge modules, H323 and SIP.

Pricing:

50 Concurrent calls (approx 250 users) US $250 / month

(Pentium 3, 1.6 GHz, 256 MB RAM, 2 Mbps Dedicated Bandwidth)

120 Concurrent calls (approx. 500 users) US $350 / month

(Pentium 4, 2.6 Ghz 1 GB Ram, 4 Mbps Dedicated Bandwidth)

300 Concurrent Calls (approx. 1500 users) US $450 / month

(Pentium 4, 2.8 GHz, 2 GB RAM, 15 Mbps Dedicated Bandwidth)