

Cbeyond's BeyondVoice™ with SIPconnect

**Ingate SIP Trunking Workshop
2008 Internet Telephony Conference & EXPO West
SIP Trunking – The Service Provider Perspective Session
September 16, 2008**

**Greg Rothman
Director, SIPconnect Development
Greg.Rothman@cbeyond.net**



Agenda

- **Introducing Cbeyond - Managed VoIP Service Provider**
- **Benefits of BeyondVoice with SIPconnect**
- **Top Three Challenges and How to Overcome**

The Cbeyond Story...



“We founded our company in 1999 with a simple mission: to deliver ‘big business’ communication tools to small businesses at prices they can afford and that we can deliver profitably.”

- Jim Geiger, CEO

- Publicly Traded: CBEY (NASDAQ)
- Private, managed VoIP network
- 38,576 businesses on-net (Q2 2008 Earnings)
- Ranked 22nd Fastest Growing Company in North America*

**Source: Deloitte's 2006 Fast Technology 500*

Atlanta

Chicago

Dallas

Detroit

Denver

Houston

Los Angeles

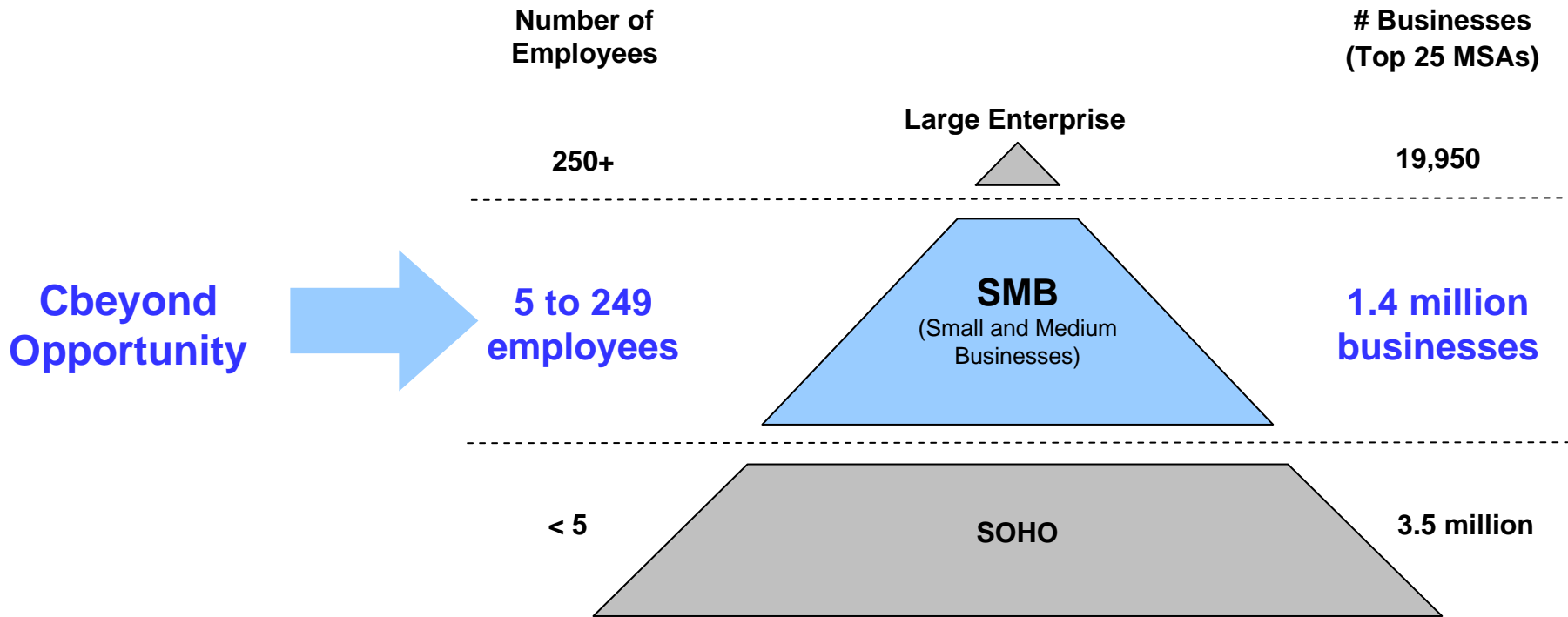
Miami

Minneapolis

San Diego

San Francisco

Significant Market Opportunity

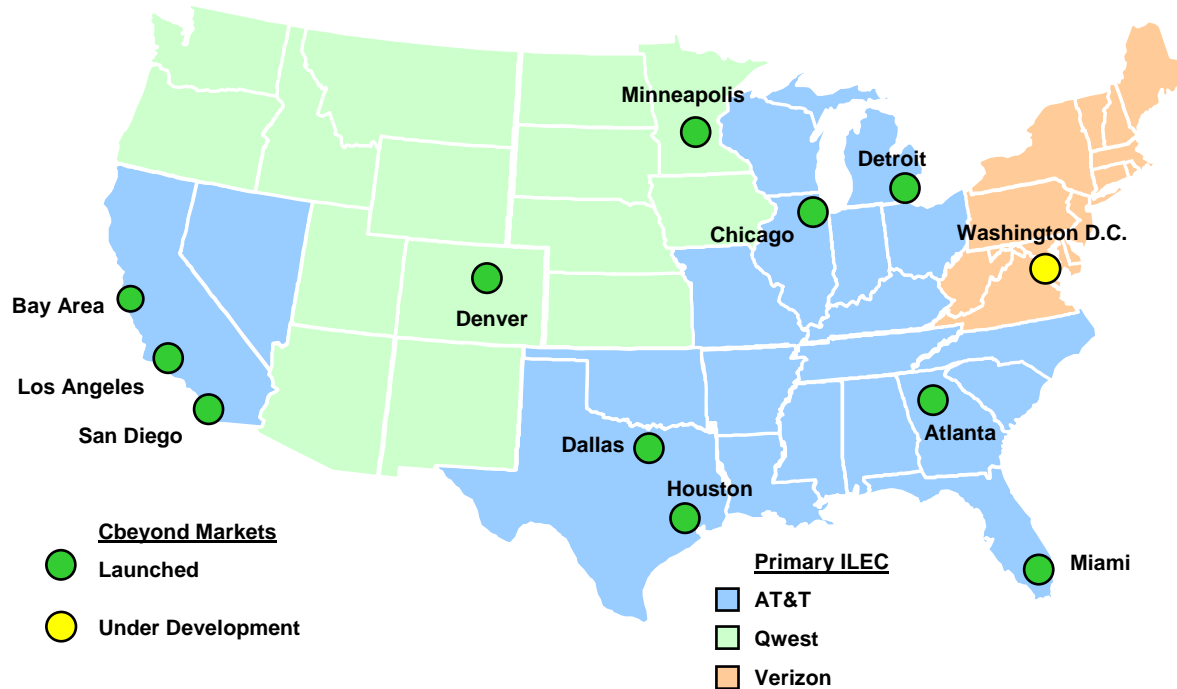


Cbeyond is highly-focused on the underserved small business market, which spends more than \$22.5 billion annually on communications and IT services.

Source: Dun & Bradstreet

Cbeyond's Current Markets

Cbeyond expects to enter at least three new markets per year



With the eleven launched markets, Cbeyond already covers well over 50% of the targeted 1.4 million small businesses (5 to 249 employees).

BeyondVoice™ with SIPconnect

BeyondVoice Package	Target Market	Monthly Price*	T-1 Circuits	Active Call Capacity (SIP Trunk)	Additional Active Calls / Mobile Lines	Shared LD and Mobile Minutes**	High-Speed Access (Mbps)
I	Businesses with 4 to 30 employees (4 to 15 active calls)	\$495	1	6 Active Calls or 5 Active Calls + 1 mobile or 4 Active Calls + 2 mobile (15 Active Call max)	\$40 each	1,500	1.5
II	Businesses with 30 to 100 employees (16 to 24 active calls)	\$895	2	16 Active Calls (24 Active Calls max) <i>Mobile lines can be added</i>	\$40 each	3,000	3.0
III	Businesses with 100 to 249 employees (36 to 48 active calls)	\$1,695	3	36 Active Calls (48 Active Calls max) <i>Mobile lines can be added</i>	\$40 each	9,000	4.5

- Two analog FXS ports on IAD will be provisioned for free
- Remaining ports available for \$10 per port per month; 16 analog ports are the maximum available
- 500 minutes added to the monthly Shared LD and Mobile Minutes for each additional Active Call and mobile line that is ordered
- Up to 200 DIDs are included in the packages at no extra charge

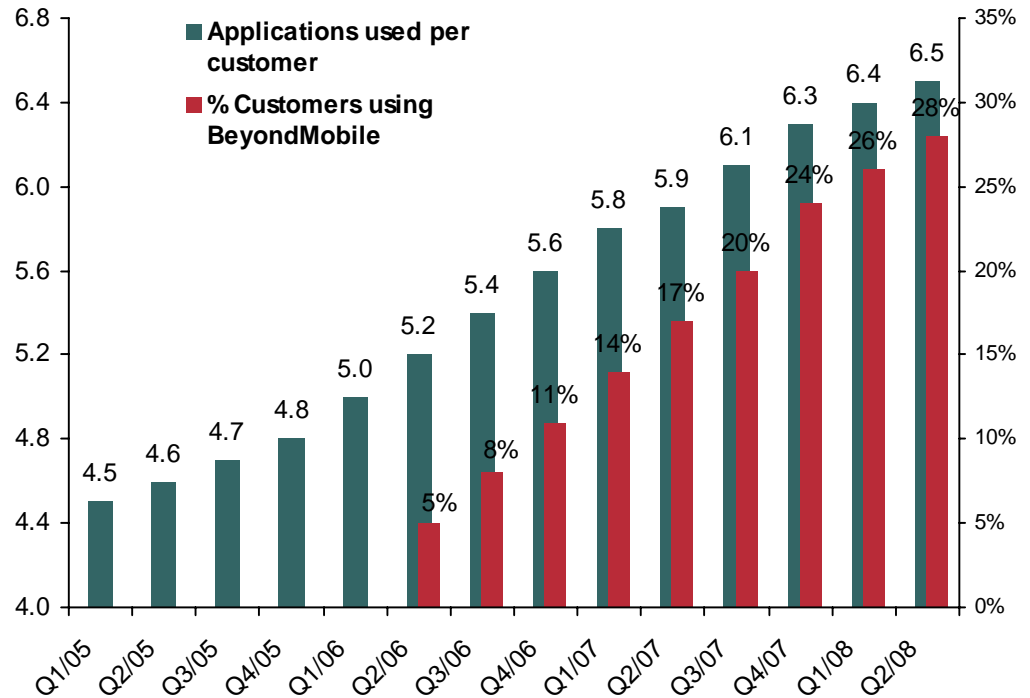
* Price quoted is with 3-year agreement

** Shared Long Distance and Mobile Minutes: LD minutes include inter- and intra-state inbound and outbound; Mobile minutes include nationwide roaming and long distance

Integrated Enhanced Applications

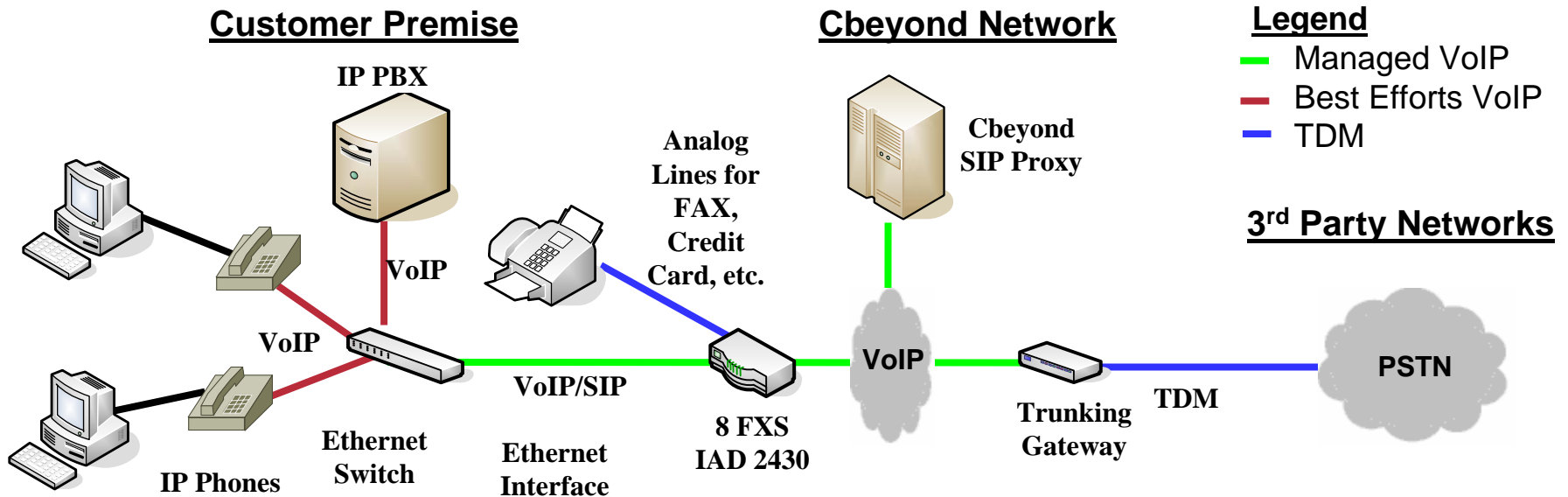
- | | |
|--|--|
| Messaging <ul style="list-style-type: none"> Hosted Microsoft Exchange Integrated Voicemail Unified Messaging Whalemail Fax-to-email | Mobile <ul style="list-style-type: none"> Voice & Data <ul style="list-style-type: none"> Cell phones BlackBerry™ Text Messaging Mobile Laptop Access |
| Remote Access <ul style="list-style-type: none"> VPN Site-to-Site VPN Remote User BeyondOffice Mobile Laptop Access | Security <ul style="list-style-type: none"> Secure Desktop Managed Firewall Computer Backup Virus Filtering |
| Collaboration <ul style="list-style-type: none"> File Sharing Conference Calling | Commerce <ul style="list-style-type: none"> Web Hosting Web Kiosk Toll Free |

Increasing application use per customer and BeyondMobile adoption



Cbeyond's small business customers increasingly use more of our applications.

BeyondVoice with SIPconnect



- Using Beyondvoice with SIPconnect a PBX connects with Cbeyond using the same Ethernet connection as a user's PCs. No TDM gateway is required.
- Analog ports are still available for fax, modem or basic analog line requirements.

Interoperable PBXs



Benefits of BeyondVoice with SIPconnect

- **Direct Inward Dial (DID) affordable for smaller companies**
- **Cost Savings**
- **Quality of Service**
- **Rich Feature Support**
- **Analog Ports vs. Analog Gateways**
- **“Future-proofing” your voice solutions**

Top Three Challenges and How to Overcome

VAR Education

- Free training once a month in every Cbeyond market
- Site Survey and Configuration Guides
- VoIP LAN Assessment Tool

Firewalls

- Use proven SIP-aware solution (i.e. Ingate)
- Cbeyond IAD is basic Managed FW with NAT
- Hosted NAT Traversal via Session Border Controller

SIPconnect Compliance

- As the tide surges, all boats will rise
- SIPconnect standard needs to be as well known as PRI
- SIP Forum now has a program

SIPconnect Compliant Certification



- The SIPconnect Compliant mark is the official brand of the leading standard for SIP Trunking products and services.
- Who should get certified?
 - Service providers
 - PBX developers
 - Makers of complimentary SIP Trunking products or services
- Program launched September 2007

Conclusions and Next Steps

- **SIPconnect can drive new value for customers**
 - **Direct-Inward Dial Numbers regardless of company size**
 - **Lower Costs**
 - **Improved Voice Quality**
 - **New end-to-end IP capabilities.**
- **SIP Trunking is well positioned to continue to scale**
- **To learn more**
 - **Stop by the Cbeyond Booth (#438)**
 - **Join Cbeyond's Channel Partner Program**
 - **Take Cbeyond's Free Half-Day VAR SIPconnect Training Course**