

Cbeyond's BeyondVoice™ with SIPconnect

**Ingate SIP Trunking Workshop
2008 Internet Telephony Conference & EXPO East
SIP Trunking – The Service Provider Perspective Session
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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
- Ⓢ Ranked 22nd Fastest Growing Company in North America*
- Ⓢ More than 50% of new sales come from referrals and partners

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

Atlanta

Chicago

Dallas

Detroit

Denver

Houston

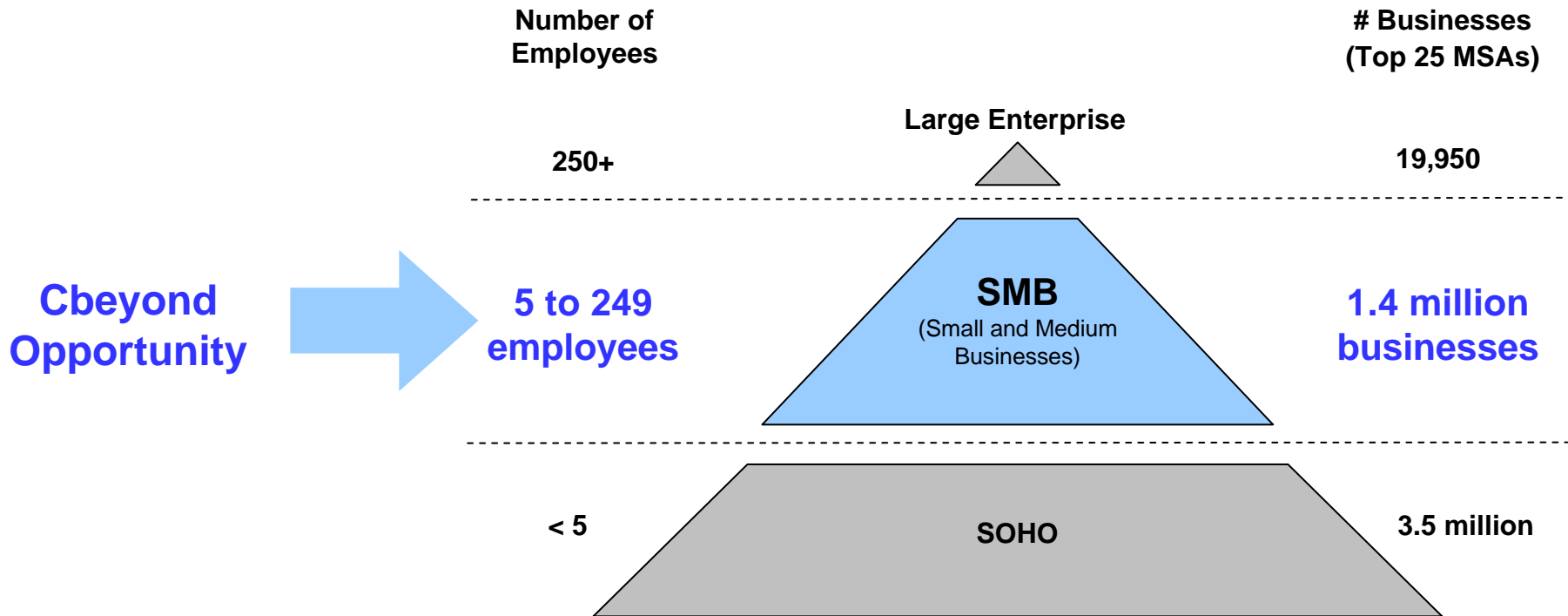
Los Angeles

Miami

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

A History of Innovation

© BeyondVoice

- VoIP and Dynamic Allocation (2001)

© SIPconnect

- SIP trunking to IP PBXs (2005)

© BeyondMobile

- Launched MVNO providing convergence of wireline and mobile; cell phones and BlackBerry devices (2006)

© Laptop Access

- EvDO broadband laptop air cards (2007)

BeyondVoice™ with SIPconnect

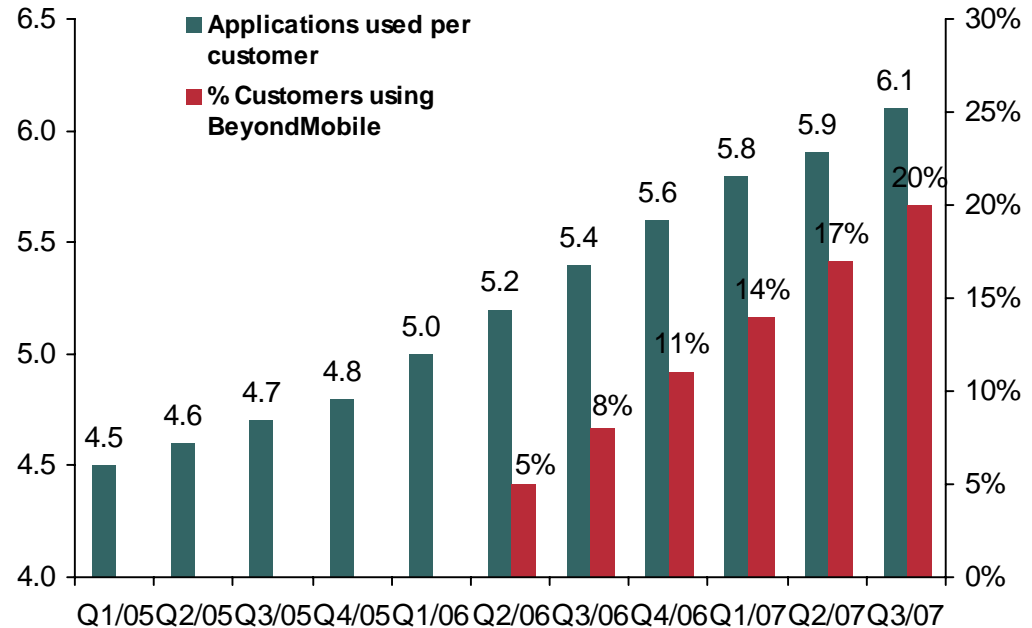
BeyondVoice Package	Target Market	Monthly Price*	T-1 Circuits	Active Call Capacity (SIP Trunks)	Shared LD and Mobile Minutes**	High-Speed Access (Mbps)
I	4 to 30 employees (4 to 15 active calls)	\$495	1	6 SIP Trunks	1,500	1.5
II	30 to 100 employees (16 to 24 active calls)	\$895	2	16 SIP Trunks	3,000	3.0
III	100 to 200 employees (36 to 48 active calls)	\$1,695	3	36 SIP Trunks	9,000	4.5

* Price quoted is with 3-year agreement

Integrated Enhanced Applications

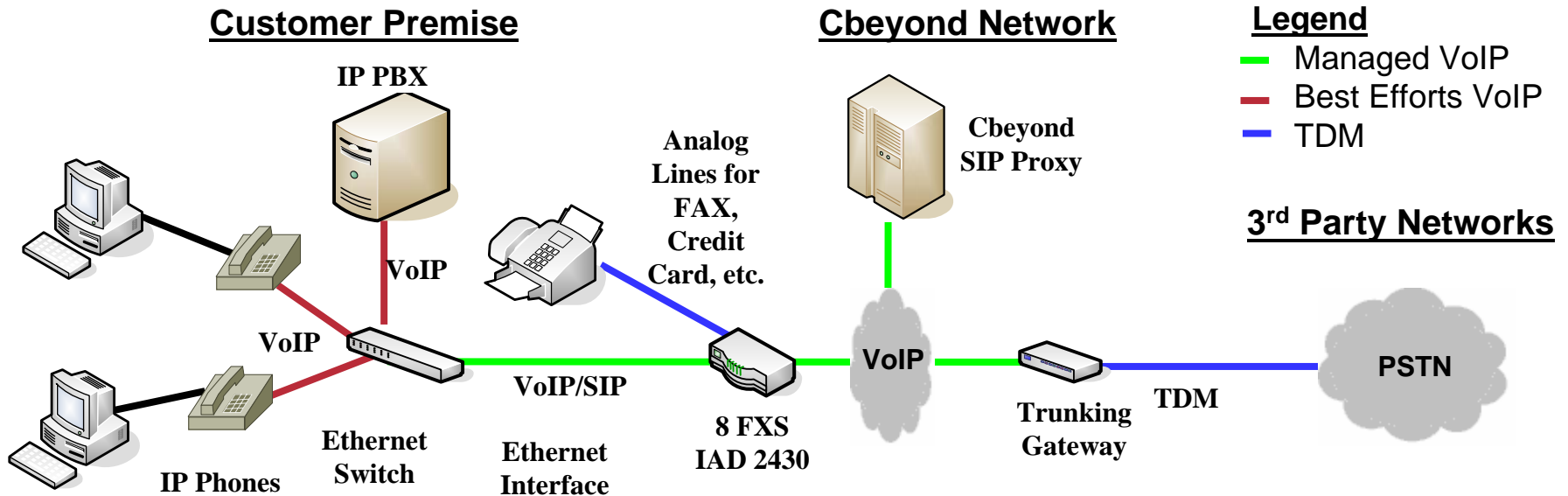
Messaging <ul style="list-style-type: none"> Integrated Voicemail Email with SPAMblocker Unified Messaging Whalemail Fax-to-email 	Mobile <ul style="list-style-type: none"> Voice & Data <ul style="list-style-type: none"> Cell phones BlackBerry™ Text Messaging Mobile Laptop Access
Remote Access <ul style="list-style-type: none"> VPN Site-to-Site VPN Remote User BeyondOffice Mobile Laptop Access 	Collaboration <ul style="list-style-type: none"> File Sharing Conference Calling
Security <ul style="list-style-type: none"> Managed Firewall Virus Filtering Computer Backup 	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

- Configuration Guides
- Free training once a month in every Cbeyond market
- Site Survey by Cbeyond Design Engineer

Firewalls

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

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 with six companies achieving compliance

SIPconnect Compliant Certification Program

- The steps to apply are as follows:
 1. Complete and submit the [SIPconnect Compliant Application](#)
 2. Complete the [SIPconnect Compliance Survey](#) for each product you plan to list as SIPconnect Compliant
 3. Sign and Submit the [SIPconnect License Agreement](#)
- Certification Committee members will review applications and provide a response within two weeks of submission.
 - Approved
 - Approved Contingent Upon Confirmation of Eligibility
 - Not Approved

Conclusions and Next Steps

- **SIPconnect is a viable standard for SIP Trunking with wide PBX support and growing Service Provider support**
- **SIPconnect can drive new value for your customers through lower equipment cost, improved quality, and new end-to-end IP capabilities.**
- **SIPconnect can be safely deployed by enterprises so long as your partners and PBX vendor is carefully chosen.**
- **To learn more, join Cbeyond's Channel Partner Program and take Cbeyond's Free Half-Day VAR SIPconnect Training Course**
 - **Taught once a month in every Cbeyond market. Send an email to sales.engineers@cbeyond.net to enroll.**