



IT Telephony The Enterprise Infrastructure

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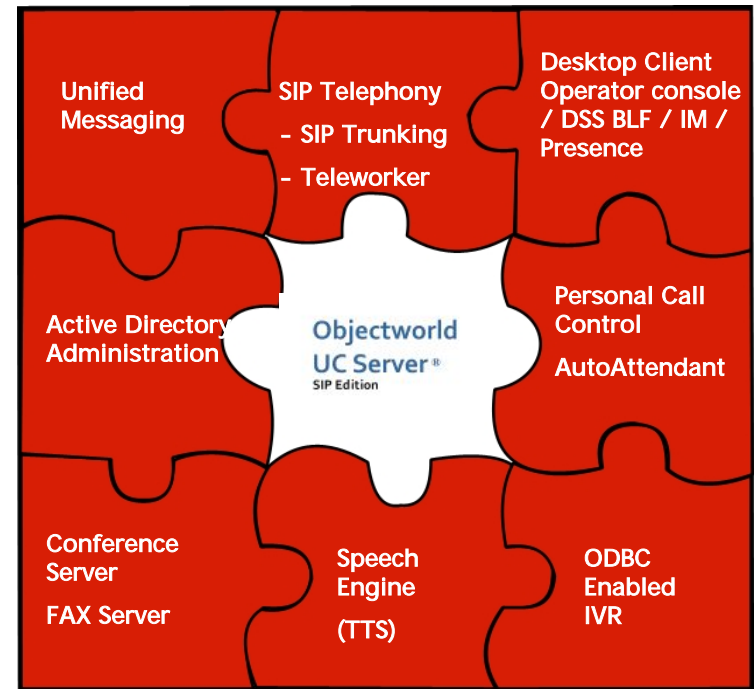
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In conjunction with

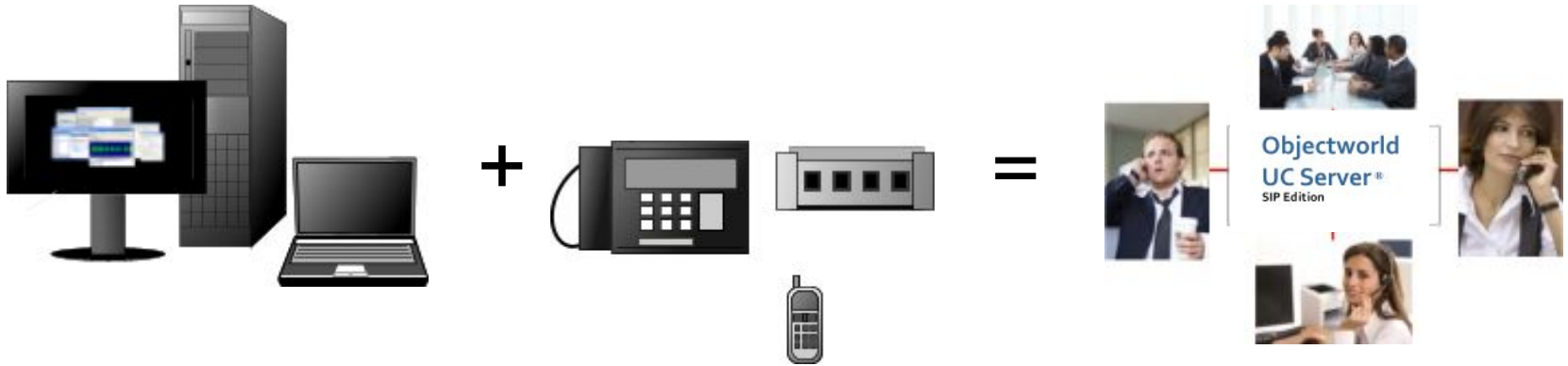
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Objectworld IT Telephony

- Unified Communications and Unified Messaging
- IT Telephony - telephony as part of the Microsoft Windows ecosystem
- Software only solution
- Simple wizard-based deployment
- Seamless integration with Active Directory, Exchange, CRM and other business processes



Business Communications



Powerful, commodity hardware for end users and the data center

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Widespread adoption of SIP across user and network devices

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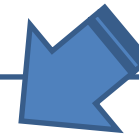
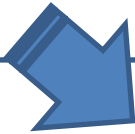
Provide open, user-centric telephony software for the IT data center

Market Disruption

Interoperable and integrated IT products sold by IT channel, managed centrally by IT departments

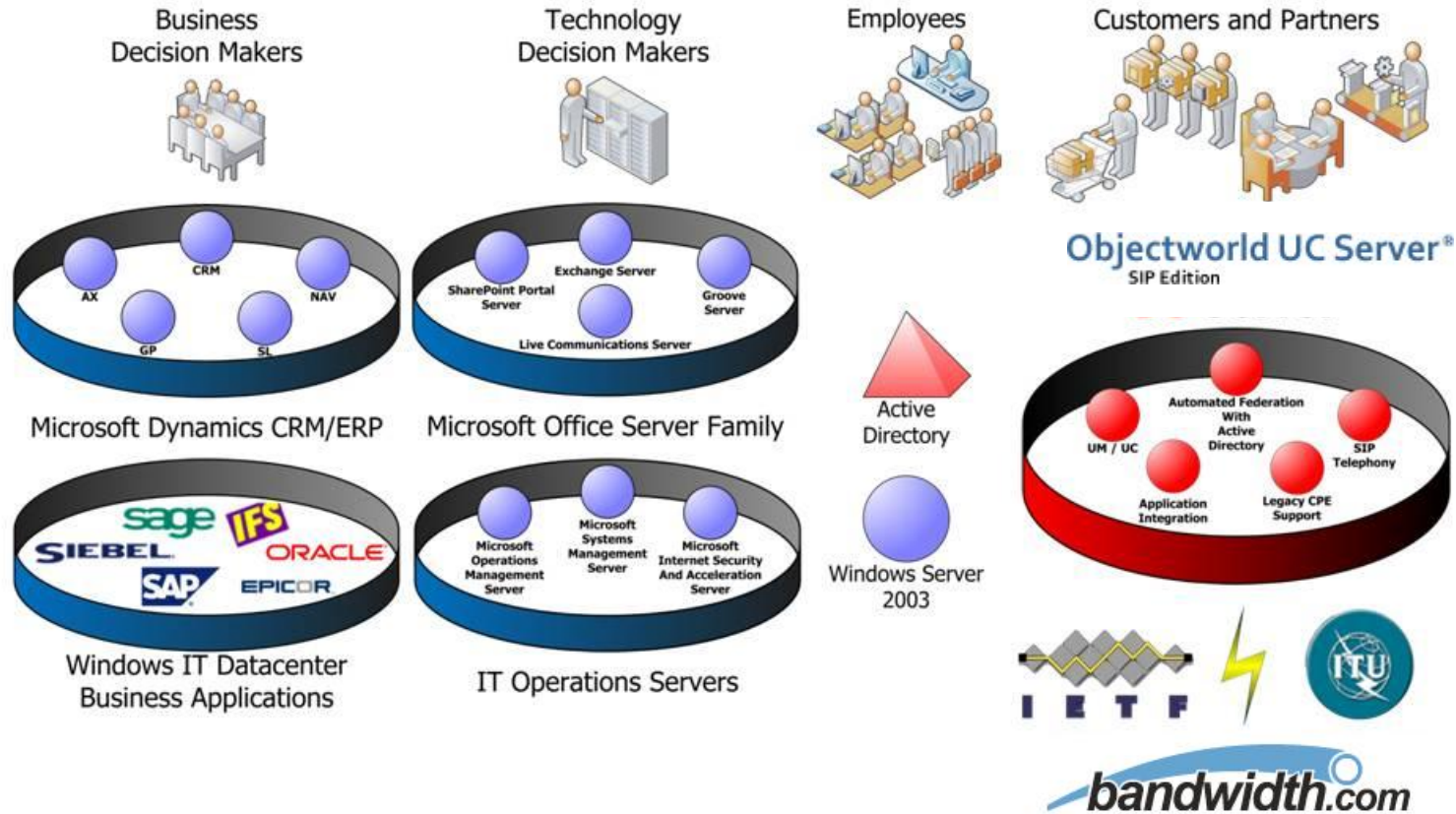


Proprietary telephony products sold by telephony channel, managed by specialized telephony VAR, minimally integrated



End-to-end business communications provided by the IT channel, managed by IT departments — featuring single sign-on, central point of administration, fully integrated with business processes.

Unified Communications – Part of the IT Infrastructure



Unified Communications in the Microsoft® Environment

Deployable

- Unified Communications in the data center through integration with Active Directory



Manageable

- Admin tools, hardware, security models, clustering and redundancy of the Microsoft ecosystem

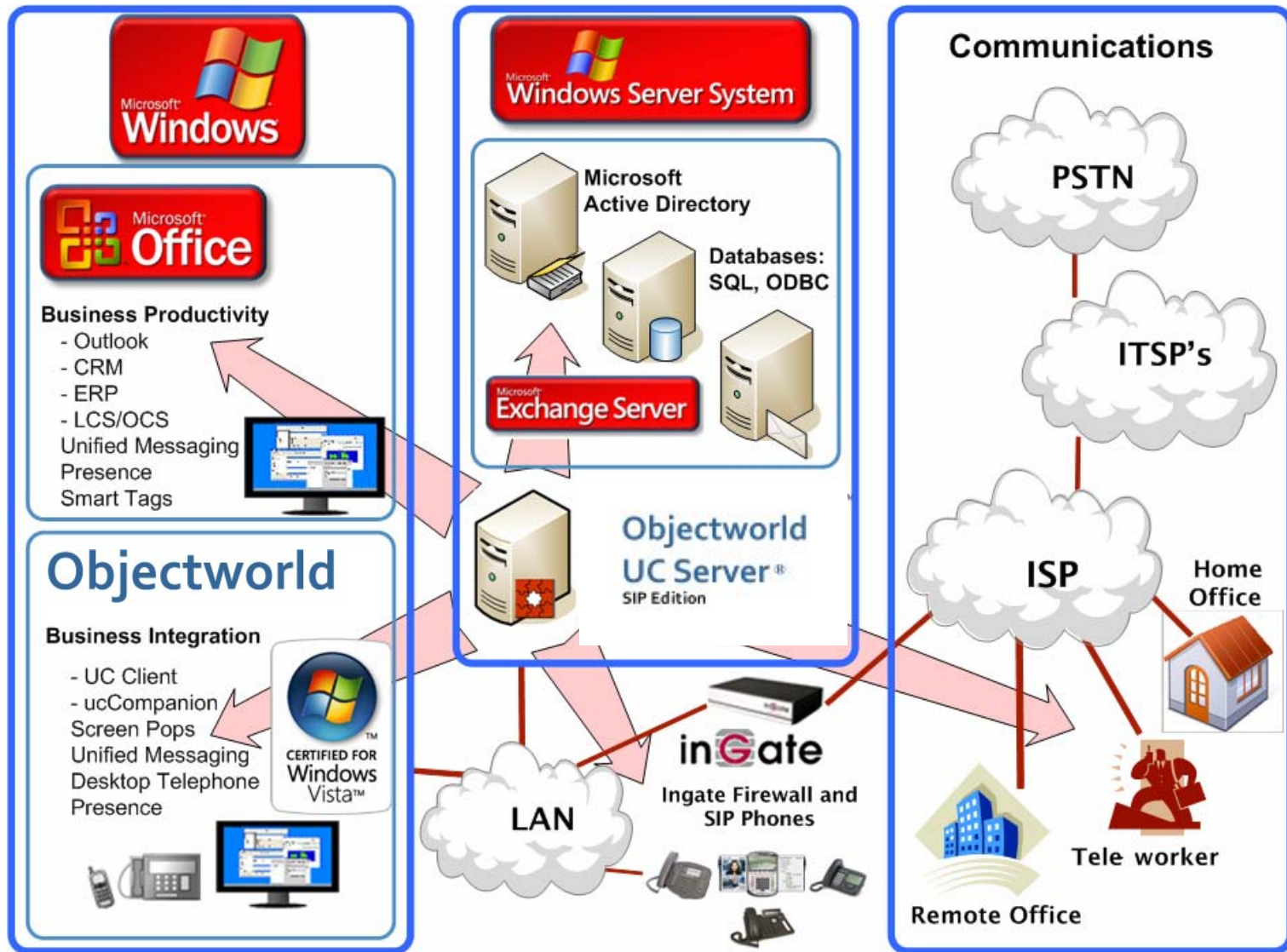


Affordable/Scalable

- Unified Communications is now affordable for small and medium businesses

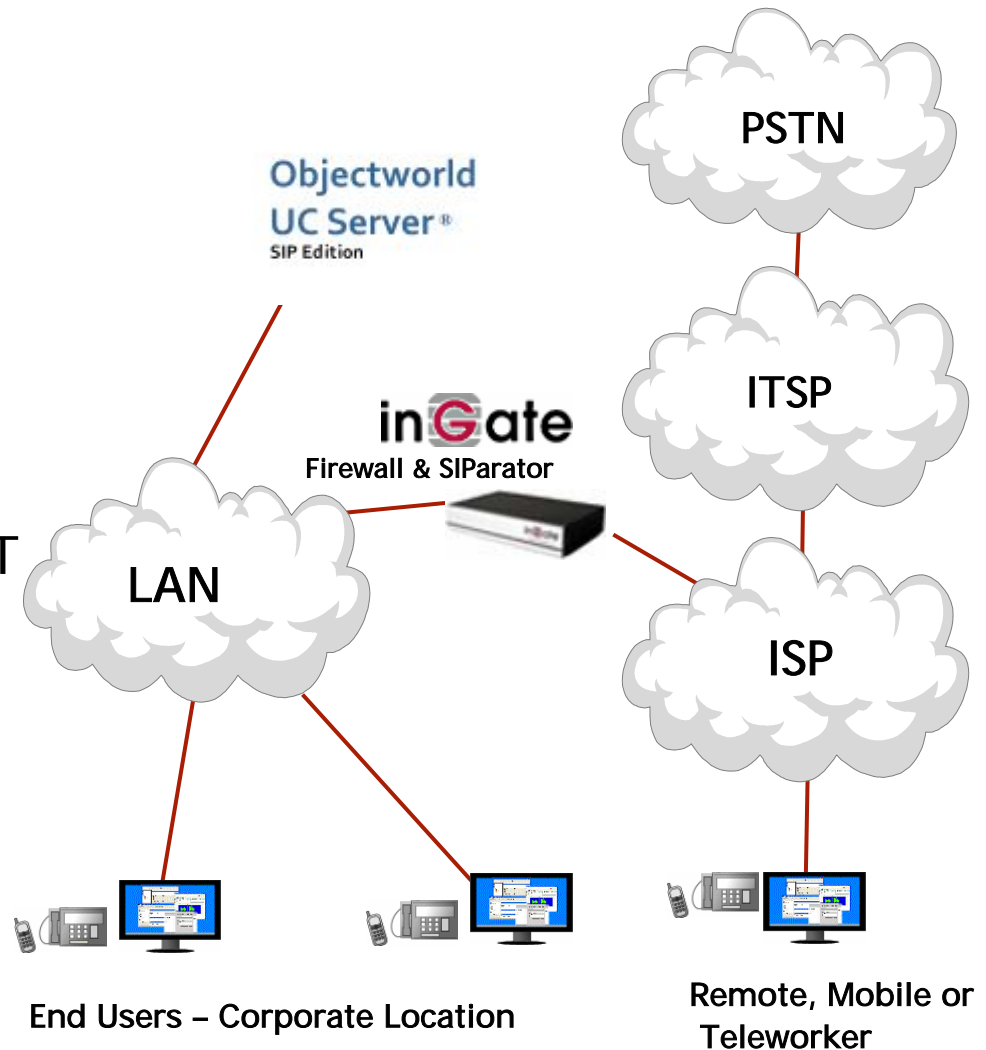


IT Telephony - Landscape



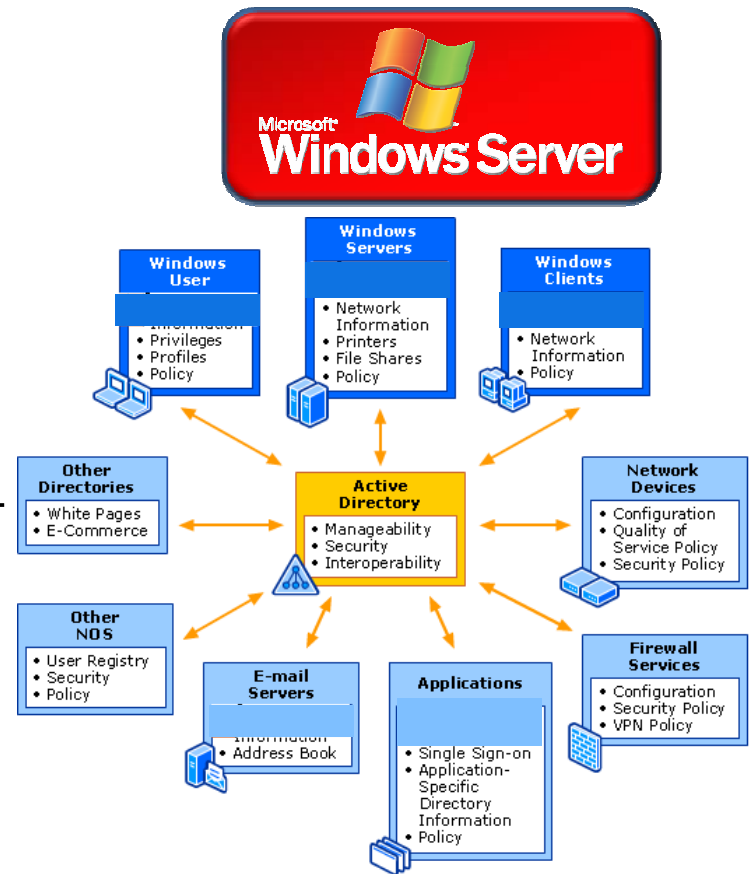
SIP Trunking aligns with IT Telephony

- ITSPs redefining landscape to an all IP network
- Geographic independence
- Economies of scale
- Tools, training, and skill set are consistent with IT professionals usage
- Simple provisioning and deployment of SIP Trunking



SIP Trunking in the Microsoft Environment

- IP Phone is now 'just' another managed device
- SIP Trunks are now 'just' other managed devices
- Tie in with other mission critical applications such as Exchange, SQL Server, Office



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Objectworld Connect
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 - IP Infrastructure, Servers/OS, SIP Phones, SIP Gateways, ITSP's
- Objectworld Interoperability Branding
 - Objectworld Supports Certified Devices & Services
- Objectworld Connect™
 - 2nd Tier Support For Interoperability Supported by Objectworld
 - Phones/Gateways Manually Configured with supporting Documentation
- Objectworld Connect PLUS™
 - 2nd Tier Support For Interoperability Supported by Objectworld
 - Phones/Gateways Automatically Recognized and Configured
 - Objectworld Setup Documentation Online

Summary - IT Telephony and SIP Trunking

- IT Telephony cuts costs, simplifies administration and improves business productivity by leveraging Active Directory, Exchange, CRM and other tools
- What's key? Interoperability, simplicity of ordering, deployment, administration and management
- SIP Trunking and ITSPs deliver value-added services with a delivery model that fits the needs of IT Professionals in a way that does not require specialized expertise

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Turn your Microsoft platform into
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