

VOIPLEX EXCHANGE 5000

Hosted telephony is becoming an increasingly popular alternative to traditional PBX switchboard solutions. A recent survey found that 79% of telecom dealers reported competition from a hosted solution, a significant increase from the 34% figure in the previous 12 months, clearly indicating an upsurge in the demand for hosted telephony services. However, few options are available to telecom distributors and system integrators to deploy and manage hosted services for a large customer base. To address this gap, Voiplex has now launched an innovative offering - Voiplex Exchange 5000.

The Voiplex Exchange 5000 is a managed service available exclusively to Voiplex partners enabling you to provide fully hosted telephony services to multiple customers on a single shared, yet, secure, platform and to benefit from new revenues.

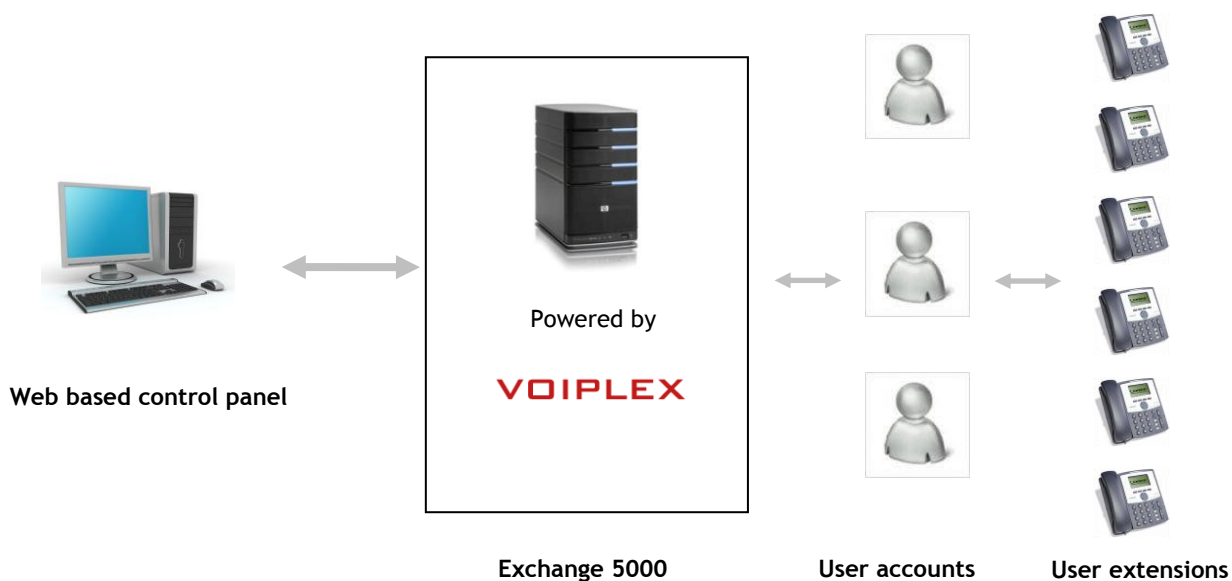
Who can benefit from Exchange 5000?

Exchange 5000 is an ideal solution for business service providers such as:

- **Traditional telecom integrators and resellers** who have been selling on-premises PBX switchboard solutions and do not have the technical know-how or resources to develop their own hosted offering. Using Exchange 5000, you can now offer hosted telephony services to several clients within days of becoming a Voiplex partner.
- **IT services companies** e.g. those providing PC, server or infrastructure support can now offer hosted telephony in addition to existing services. Hosted telephony will complement the existing portfolio of services like hosted email, providing integrated service opportunities and additional revenue streams.
- **Mobile operators** can use Exchange 5000 to rapidly deploy traditional switchboard services to offer a complete communication package to your business customers, typically as VoIP applications on 3G handsets such as iPhone, Android or Windows Mobile.

How does Exchange 5000 work?

The Exchange 5000 server, powered by the Voiplex platform is deployed at the partner's premises or data centre. The Exchange can then be used to offer hosted multi-tenanted telephony services to multiple customers. As a Voiplex partner, your firm will manage your customers, host them on your own instance of Voiplex Exchange 5000, and do your on end-to-end customer management.



Voiplex provides full technical support and training including configuration of popular VoIP handsets and the marketing materials to enable partners to instantly deploy this. Incoming numbers and calls via SIP trunking are included by default. Customer billing is a popular option if as partner you do not have your own phone billing platform. Voiplex provides a fully managed 24x7 service for Exchange 5000 and on all other areas as and when required by each partner.

Exchange 5000 comes with an intuitive web-based control panel allowing partners to:

- Create new accounts or modify existing accounts
- Dynamically add or remove extensions
- Configure extensions: set up DDI's to extension, hunt groups, voicemail, etc
- Generate bills for the customers either through integration with your own billing platform or directly through the 'SmartBilling' interface

Route to market

- **White label:** As partners you may market this service to your customers as your own offering.
- **Voiplex branded:** Partners can market the services as co-branded with Voiplex

Partner benefits

- Increased recurring revenues by reaching a vast un-tapped market of SMEs requiring hosted VoIP services
- No development work is needed as the responsibility to install and maintain the platform lies entirely with Voiplex
- Multiple hosted accounts / customers can be managed on the same platform
- Fast time to market and rapid deployment via an intuitive web-based control panel
- Option to market either as a self-branded VoIP service or co-branded with Voiplex
- Complete marketing support from Voiplex

Revenue opportunities for partners

- Revenue from initial installation at customer's premises
- Margins on all sales including handsets, routers, switches etc.
- Monthly subscriptions for account management, support, line rental and IP connectivity
- Call minutes - Partners can set their own calling rates to charge customers

Voiplex Exchange 5000

Offering summary	Voiplex	Partner
Installing and maintaining Voiplex Exchange 5000, including software upgrades	✓	
Training partners on all aspects of operating Exchange 5000	✓	
Marketing support to increase speed to market	✓	
Technical support to partner and, if needed, to end customers		✓
System specification and installation at client's premises		✓
Account management including billing		✓

For more information on Exchange 5000, visit www.voiplex.co.uk/product/exchange.html

You can also call us at 020 7100 8071 or email us at info@voiplex.co.uk