Eliminating Infrastructure Barriers to IP Telephony Adoption

Introducing the **Phybridge PoLRE** Switch Innovation

Power over Long Reach Ethernet

Cost Effective, Simple, Robust

Agenda

- Phybridge Introduction

- The Barriers to IP Adoption - Can You Relate?

- What Makes TDM Voice 5nines Reliable - Technology or Topology?

- PoLRE Switch Innovation - IP Telephony in 3 Easy Steps.

- Over $1 Million in Savings - Customer References.

- Q&A and Next Steps.

"We completed multiple sites with approximately 1,000 endpoints and the migration was quick and easy. The Phybridge solution delivered as claimed!"
New Mexico State University

"We saved over $1.5 million, fast tracked the project by 6 months and completed our 1,200 plus user deployment in a single weekend thanks to the Phybridge switch innovation."
TransUnion Credit

Phybridge

Phybridge Introduction

Industry Recognition

Gartner | 2010 COOL VENDOR

Cool Vendors in Enterprise Communications Applications, 2010

CISCO DEVELOPER Solution · AVAYA · MITEL
NEC · BROADSOFT
ShoreTel · UNIFY

North American Company

Leaders in Long Reach PoE Switching

Award-Winning Product

Phybridge UniPhyer — TMC LABS 2008 Innovation Award, IP Telephony

Phybridge UniPhyer — 2008 Unified Communications, Product Of The Year

Phybridge UniPhyer — 2009 EAST INTERNET TELEPHONY Best Of Show, Large Enterprise Solution
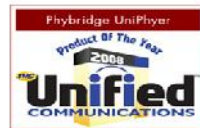
CRN — 20 Notable Communications Infrastructure Products, 2012

Phybridge PoLRE Switch — 2014 INTERNET TELEPHONY PRODUCT OF THE YEAR

Award-Winning Switches

Large Customer Base

TEXAS A&M UNIVERSITY · ARIZONA STATE UNIVERSITY · NM STATE

Virginia Tech — VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY · NYU Medical Center

COLONIAL BANK

Hilton HOTELS & RESORTS · TransUnion

Foreign & Commonwealth Office · Marriott

250,000+ Users Globally

Phybridge

Proudly Teaming with:

- Avaya & Phybridge alliance: -
  https://www.devconnectmarketplace.com/phybridge/phybridge-polre

- Mitel+Aastra – OEM Agreement:
  http://www.mitel.com/sites/default/files/Mitel_Streamline_Data_Sheet_11-13.pdf

- Broadsoft & Phybridge alliance –
  http://www.broadsoft.com/partners/partners-showcase/enterprise-equipment/

- Cisco & Phybridge alliance:-

  https://marketplace.cisco.com/catalog/products/5848?ms_category=collaboration

24-Port PoLRE Switch with 24 PhyLink
Adapters   SP-PHYBRIDGE-24

48-Port PoLRE Switch with 48 PhyLink
Adapters   SP-PHYBRIDGE-48

Viv Singh

From:	Wiest, Paul <paul.wiest@unify.com>
Sent:	16 January 2014 12:03
To:	Viv Singh
Cc:	Steven Fair
Subject:	RE: Phybridge/Nimans/Unify mtg 13/1/14

Happy to help out.

Love your product.

Mit freundlichen Grüßen - Kind Regards

UNIFY Harmonize your enterprise

Paul Wiest, G.P.M. / Senior Manager, Global Procurement
+1 (407) 942-4142 / paul.wiest@unify.com

Unify Inc.
400 Colonial Center Parkway, Suite 270
Lake Mary, FL 32746-7683
unify.com

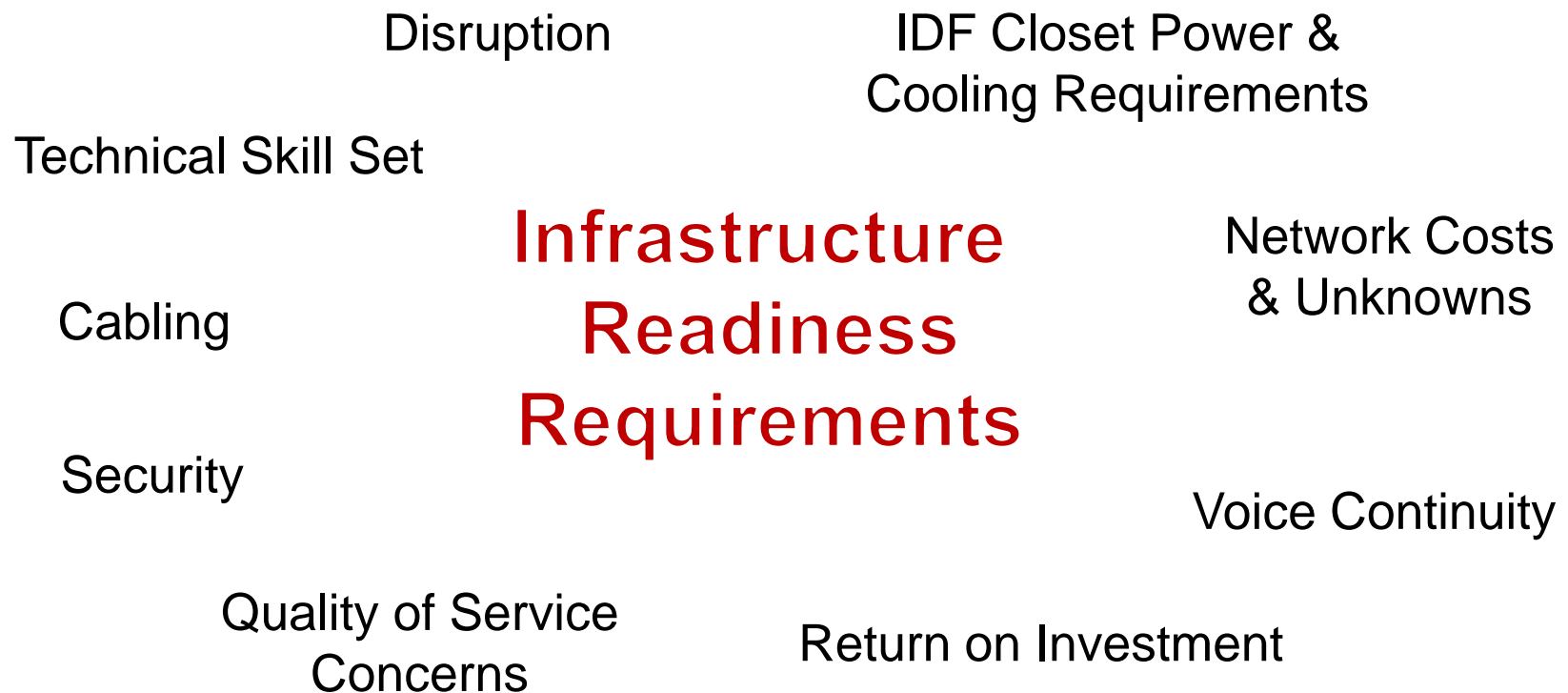Phybridge

Our Partnership with Major Carriers

North American & European Carriers selling Phybridge solution:

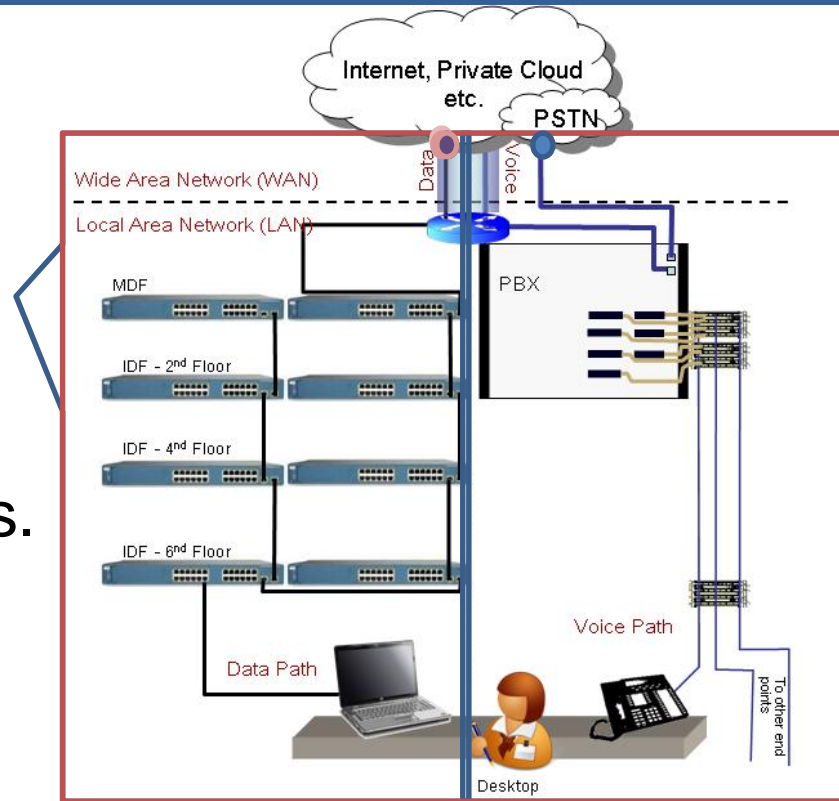**European Carriers we are looking to Recruit /onboard:**

Phybridge

Potential Barriers to IP Telephony Adoption

Disruption

IDF Closet Power &
Cooling Requirements

Technical Skill Set

**Infrastructure
Readiness
Requirements**

Network Costs
& Unknowns

Cabling

Security

Voice Continuity

Quality of Service
Concerns

Return on Investment

Phybridge

Understanding the Current LAN Platform

Data:

A **shared** distributed topology supporting all users data needs.

Voice:

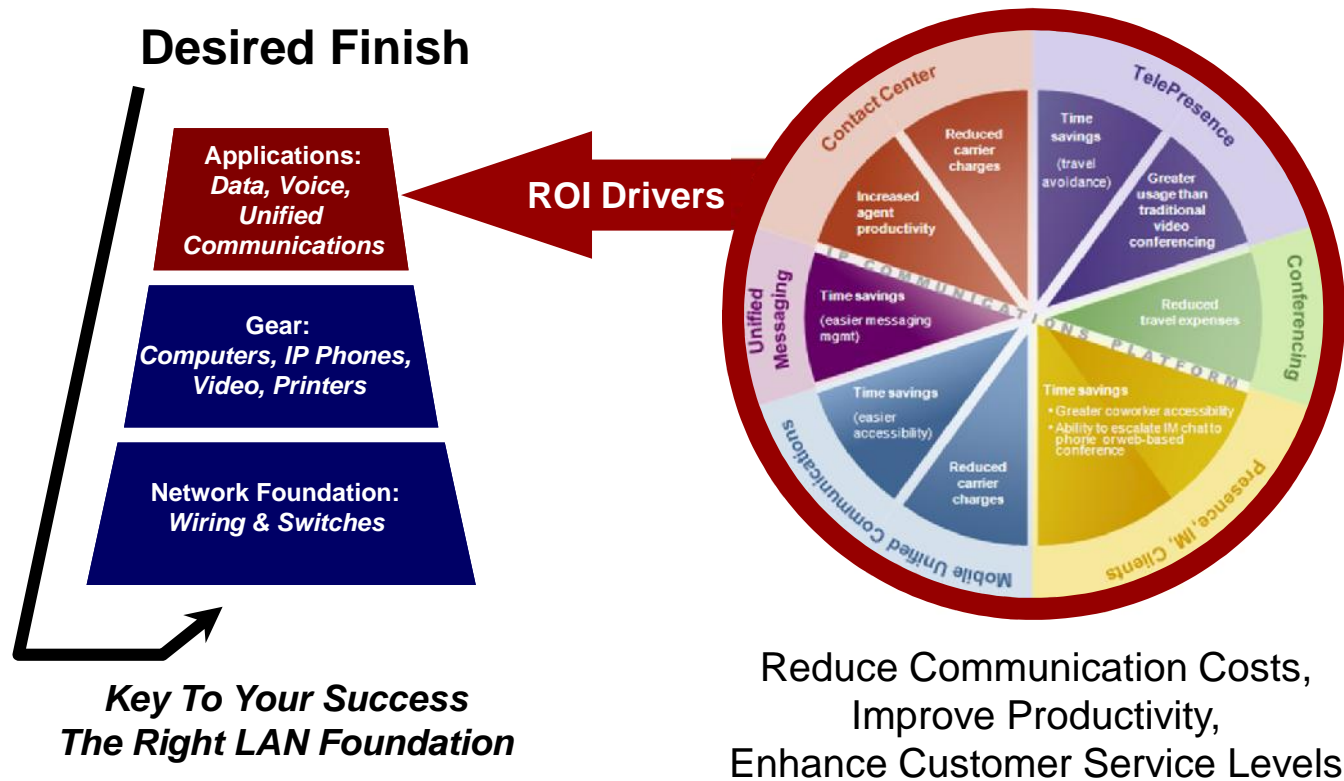A **dedicated** point-to-point topology delivering 5nines reliability.

Internet, Private Cloud etc.

PSTN

Data

Voice

Wide Area Network (WAN)

Local Area Network (LAN)

MDF

PBX

IDF - 2nd Floor

IDF - 4nd Floor

IDF - 6nd Floor

Voice Path

Data Path

To other end points

Desktop

Objective: To bring together and deliver a robust converged all IP platform.

Phybridge

Voice Infrastructure: Proven Reliable and Robust

Current Voice Topology

Dedicated Physical Bandwidth for Every Phone
Point-to-Point Delivering QoS and Reliability
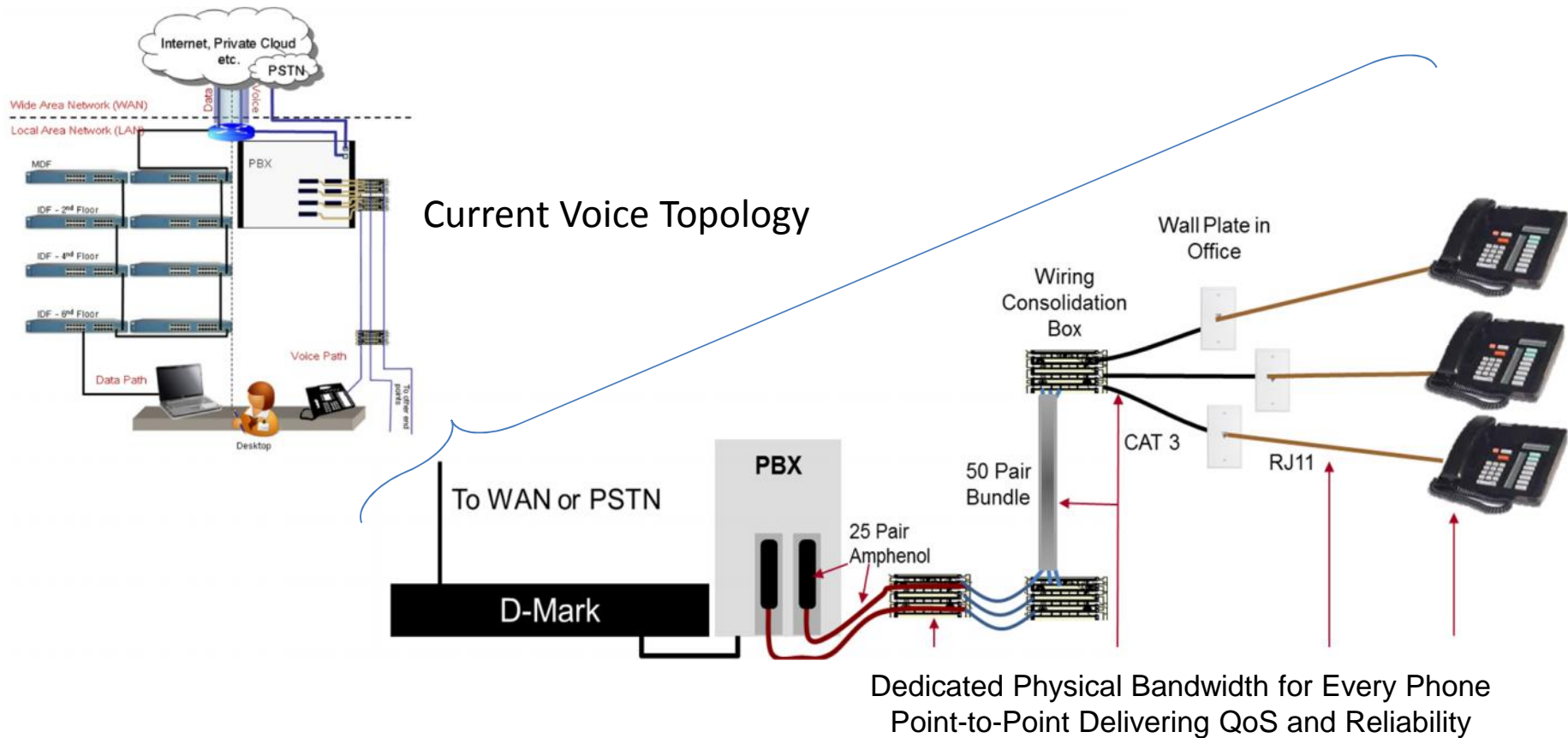
Phybridge

Maximizing Your TDM to IP ROI
A Better Start For The Best Finish

Desired Finish

Applications:
*Data, Voice,
Unified
Communications*

ROI Drivers

Gear:
*Computers, IP Phones,
Video, Printers*

Network Foundation:
Wiring & Switches

***Key To Your Success
The Right LAN Foundation***

Reduce Communication Costs,
Improve Productivity,
Enhance Customer Service Levels

Cost Effective, Simple, Robust
Designed to Eliminate Infrastructure Barriers

8, 24 & 48 Port Phybridge PoLRE Switches

(Power over Long Reach Ethernet)

Transform your existing, proven reliable voice infrastructure into an IP path with power ideal for Unified Communications and IP phone deployment.

Ethernet and PoE over a single pair of telephony grade wire with four times the reach of traditional switches.

Phybridge

Old Digital Today, New IP Tomorrow
Cost Effective, Simple, Robust

Existing Digital

110 block

Wall Plate

Digital Phone

Multi Par Bundle

CAT3 Cable

RJ 11 Cable

Cross Connect Cable

New IP

Deploy PhyLink & IP Phones ③

PhyLink

IP Phone

110 block

Connect Existing Wiring Infrastructure

Router or IP PBX

CAT3 Cable

②

RJ 11 Cable

Phybridge POE Switch

RJ 45 Cable

① **Rack, Stack & Configure Switches**

Cross Connect Cable

Phybridge
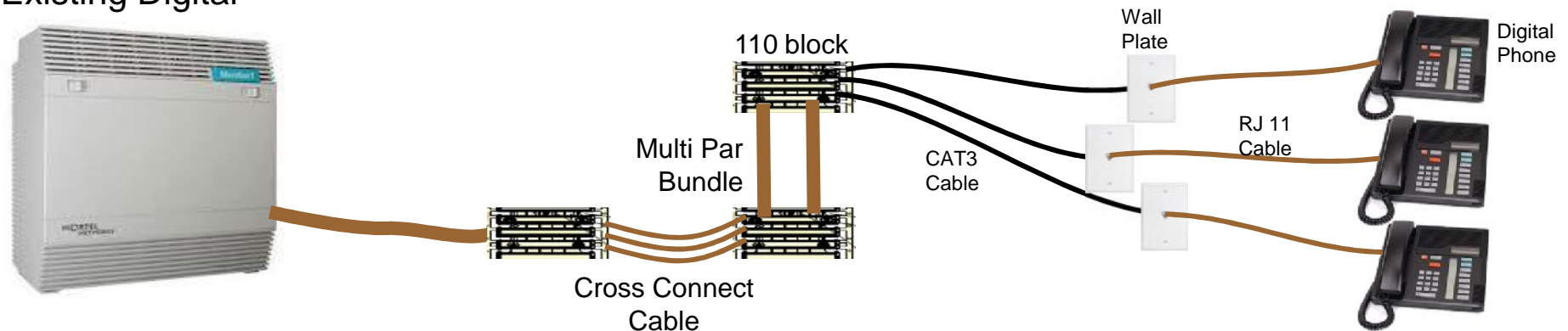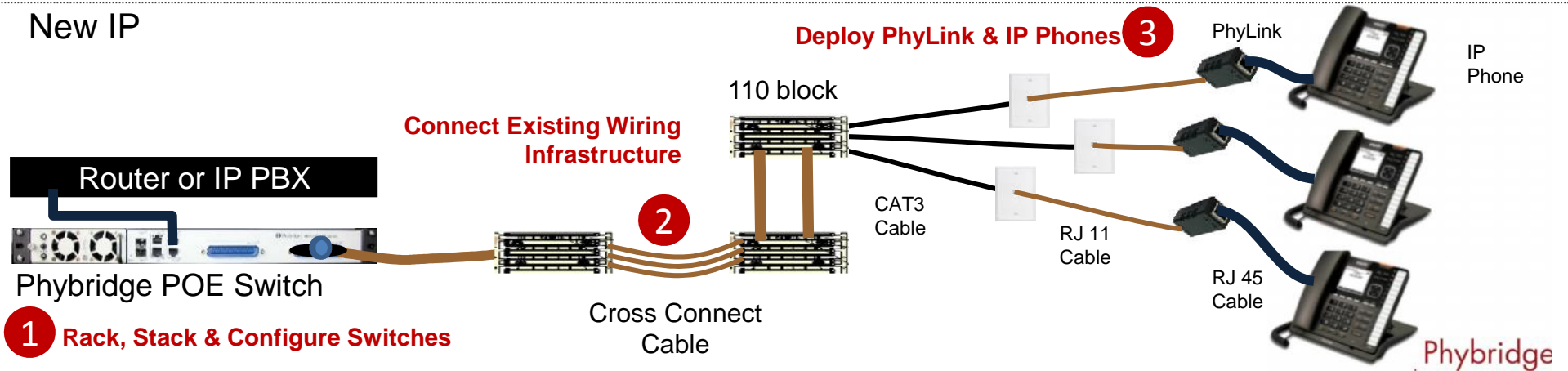
LAN Convergence Enabling IPT
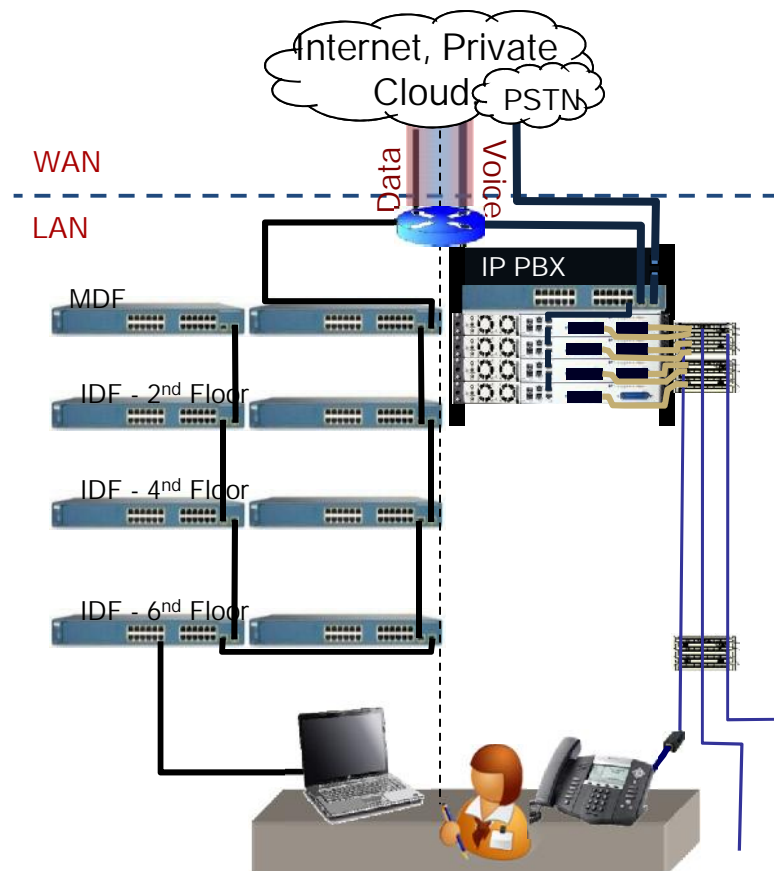
Transform Existing Voice Infrastructure
- Ethernet & PoE
- Dedicated Voice Path

Central Convergence
- Single Point - Central
- All UC Value - No Compromise

Complement Existing Data LAN
- Data Path

Simplify Migration
- You're in Control

All IP, All the Time, All Made Simple.

Central Convergence
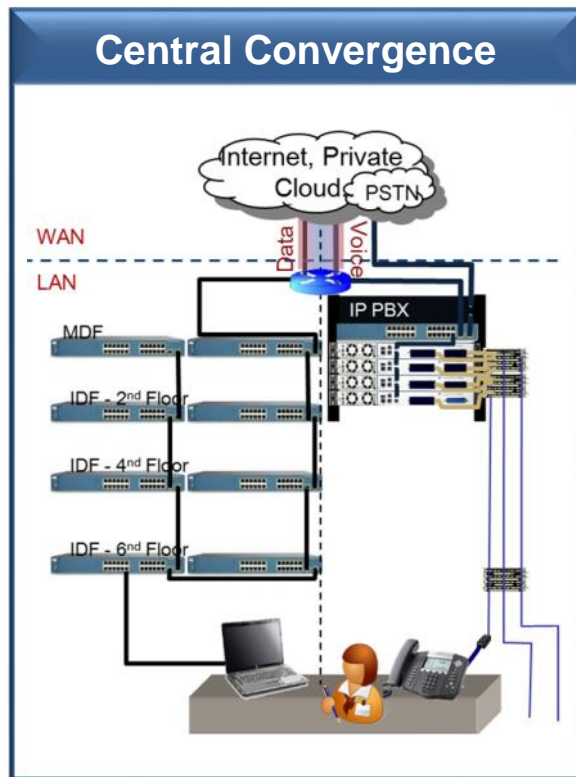
Reduce Infrastructure Costs - Better ROI
- No cabling, no IDF closet requirements, less planning cost
- Better PoE port utilization.

No Business or Network Disruption
- Leverage existing infrastructure, compliment existing data LAN.
- Simplify network management for voice.

Eliminate Risk
- Easy real-world proof of concept.
- No pricing risk by leveraging existing asset.

Robust - Installation & Management Made Simple
- Quality of Service: Point-to-point & no data traffic impacting voice quality.
- Voice Continuity: Separate voice path.
- Single point of convergence delivering all applications.
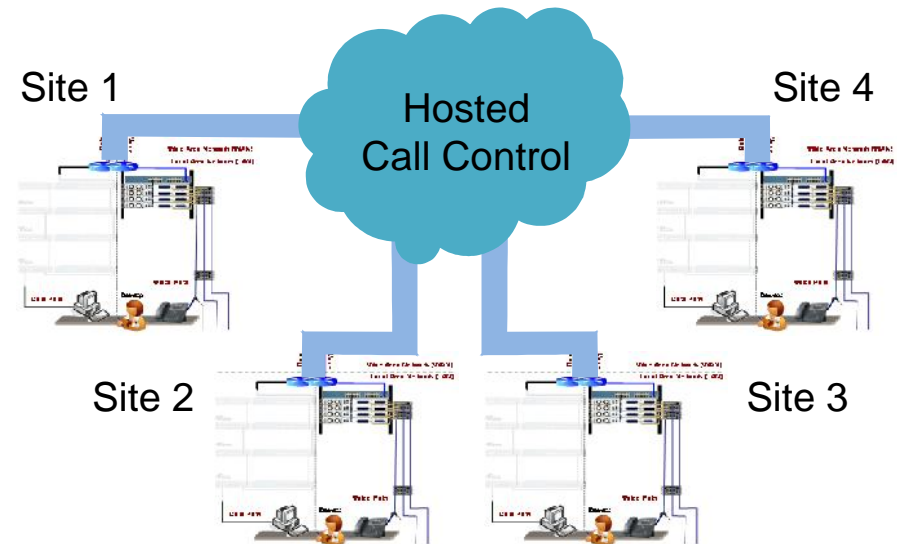
Simplify Future Requirements
- Data LAN refresh will not impact voice requirements.

Phybridge

# Multi Site Migration Made Simple, Fast & Cost Effective

Internet, Private Cloud etc.

PSTN

Wide Area Network (WAN)

Local Area Network (LAN)

IP PBX

MDF

IDF - 2nd Floor

IDF - 4nd Floor

IDF - 6 Floor

NO DATA TRAFFIC IMPACT ON VOICE EXPERIENCE.

Existing Voice Infrastructure
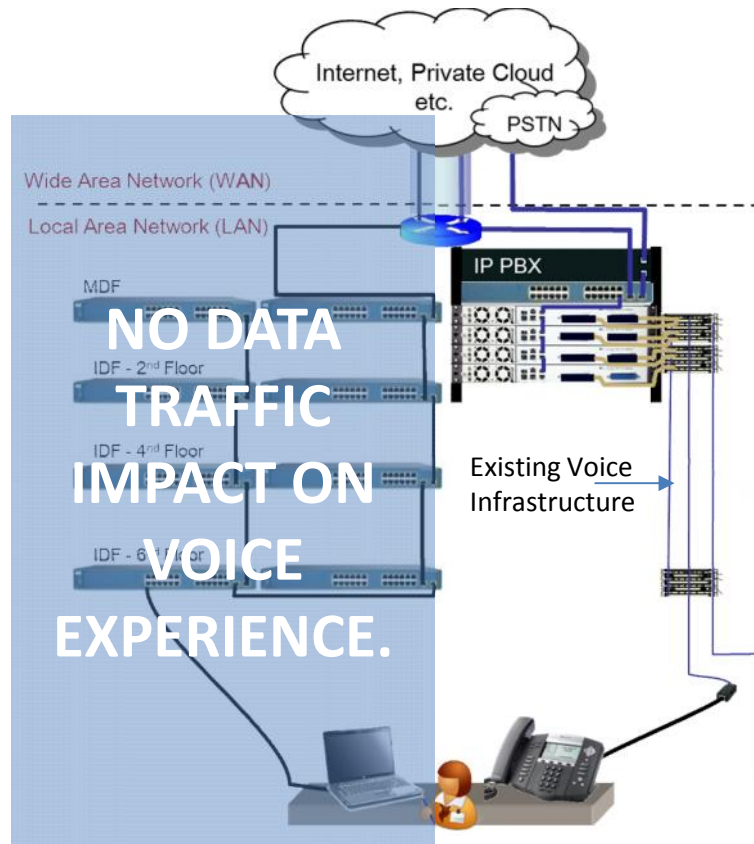
End to End Control

Repeatable, Predictable, Scalable

Site 1

Hosted Call Control

Site 4

Site 2

Site 3

Phybridge

Customer Choices to An ALL IP Telephony Platform
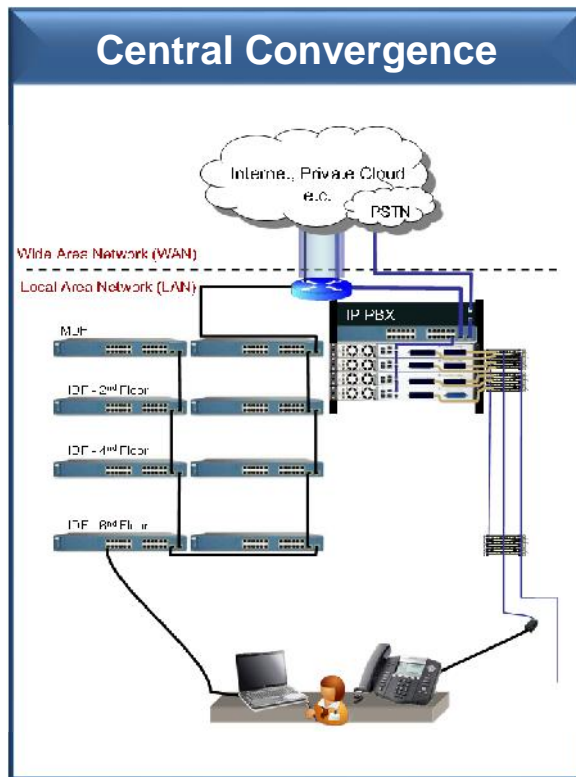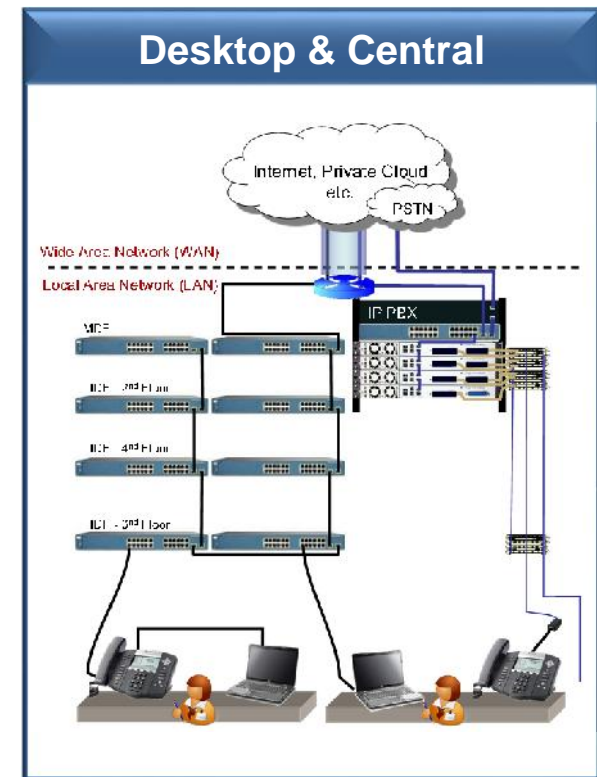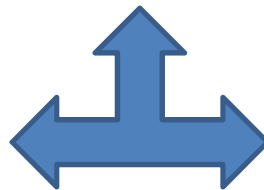
Enterprise Quality Managed Data Switch

More Than IP Phones

Supports IEEE 802.3af compliant devices:

- 24 & 48 port configuration; stackable
- Full duplex Ethernet with PoE over a single pair with 1200ft (365m) reach
- 10 Mbs symmetrical - over 100 times IP voice requirements.
- 2 Ethernet and 2 Fiber ports for daisy chaining or spanning tree, for redundancy
- Remote management with a user-friendly Web GUI
- One year manufacturer warranty, with extended warranty and maintenance options available
- Industry-leading power capabilities

Phybridge

High-Quality Managed Data Switch

- Easy power share setup
- Intuitive web GUI interface
- Remote management by port
- VLAN setup easy
- Easy trouble shooting
- Enhanced security features including
  - Port lockdown
  - Separate point to point Infrastructure
- Protocols supported: CDP, LLDP, Telnet, HTTP, STP, RSTP, NTP, SNMP v2c, TACACS+

Double click to turn power off and on.

Phybridge

Quick, Easy Migration to Your Hosted VoIP Offering.
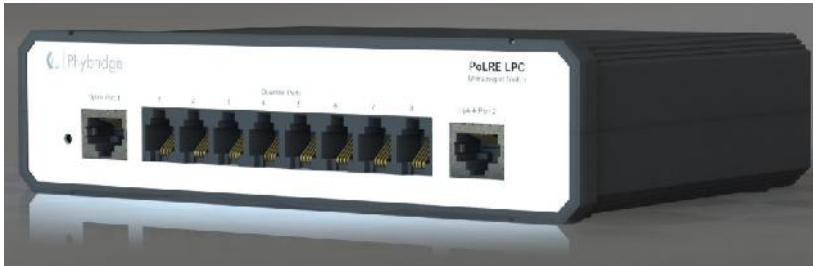
- 8 Port Unmanaged switch that delivers Ethernet and PoE over a single pair of wire with 4 times the reach of traditional switches.

- 2 uplink ports for stacking or daisy chaining

- Plug and play solution.

- Quick and easy migration to IPT

- One year manufacturers warranty included.

PhyLink Adapter

- Part number: PL-PA011-06
- Supported switches: PL-024, PL-048, PL-08
- Adapter sold in 6 packs.
- Size of a USB key for aesthetically pleasing installations.
- One per end point required.
- Passive device that delivers wire speed.

Ethernet Side

Network Infrastructure Side

RJ45 port

RJ11 port
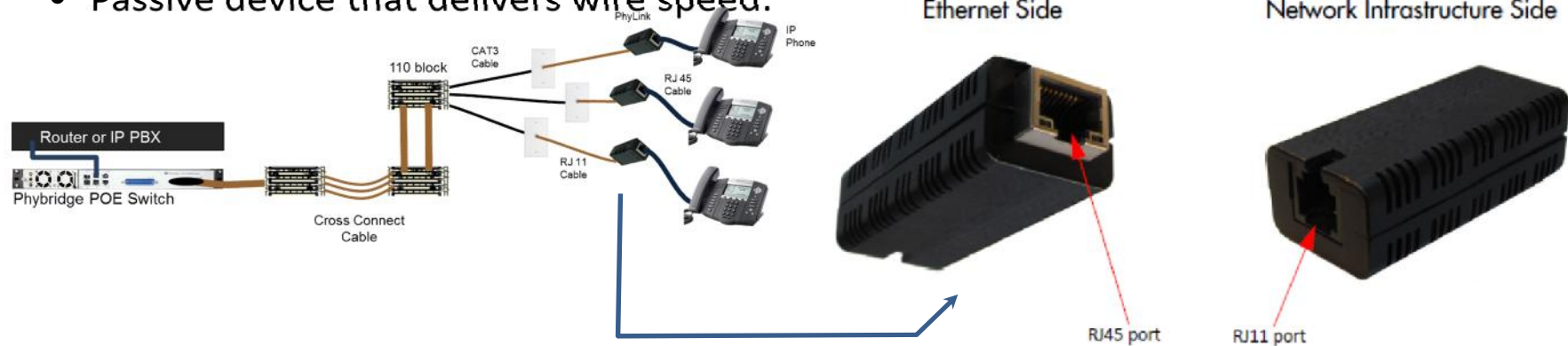
Phybridge

Federal Government - Embassy's

- **UK Government - FCO**
  - British Embassies Globally using Phybridge Switch to support IP Telephony
  - Main offices also using Phybridge
  - 15,000 IP End Points
  - Savings in the $millions

- **Canadian Government - DFAIT**
  - Global deployment on Phybridge backbone
  - Savings in the $millions

Repeatable, predictable, scalable & highly reliable, easy to manage and secure.

The TransUnion Success Experience

- Looking to Migrate 1,400 users at their 10 floor location in Chicago
- Savings of $1.5 Million
  - Approval for $1.8 million
  - Phybridge $0.3 million
- Proof of Concept
  - Eliminate all Risk
- Fast Track Project by Over 6 Months.
- Successful migration of 1,400 users over a weekend.
- Allocated Savings To Applications

TransUnion.

"Sounded to good to be true until I tested it in my environment. I was able to eliminate all my risk before deploying my first IP phone. Great technology."

Phybridge

Highlight: New Mexico State University

- Migrating to UC & IP Telephony
- Infrastructure costs a concern
- Significant amount of analog phones given barriers
- Discovered Phybridge switch innovation
  - Completed a Proof of Concept
- Barriers removed and deploying 4,000 plus IP phones on Phybridge backbone
- Consistent experience across all locations
- Estimated savings of over $1 million

"We completed multiple sites with approximately 1,000 endpoints and the migration was quick and easy. The Phybridge solution delivered as claimed!"

Watch Customer Video
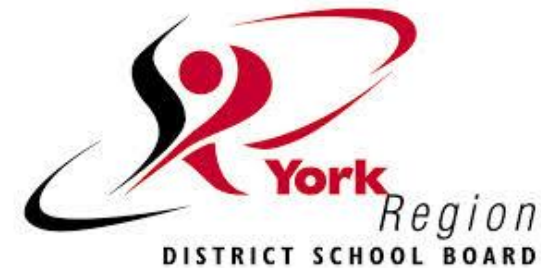
Phybridge

New York Medical Center

- Migrating to IP Telephony.
- Infrastructure requirements for one building with over 1,000 phones too costly.
- Introduced to Phybridge by consultant
- Completed Proof of Concept and determined that technology can greatly reduce costs while moving to IP Telephony.
- Savings of over $1 million realized
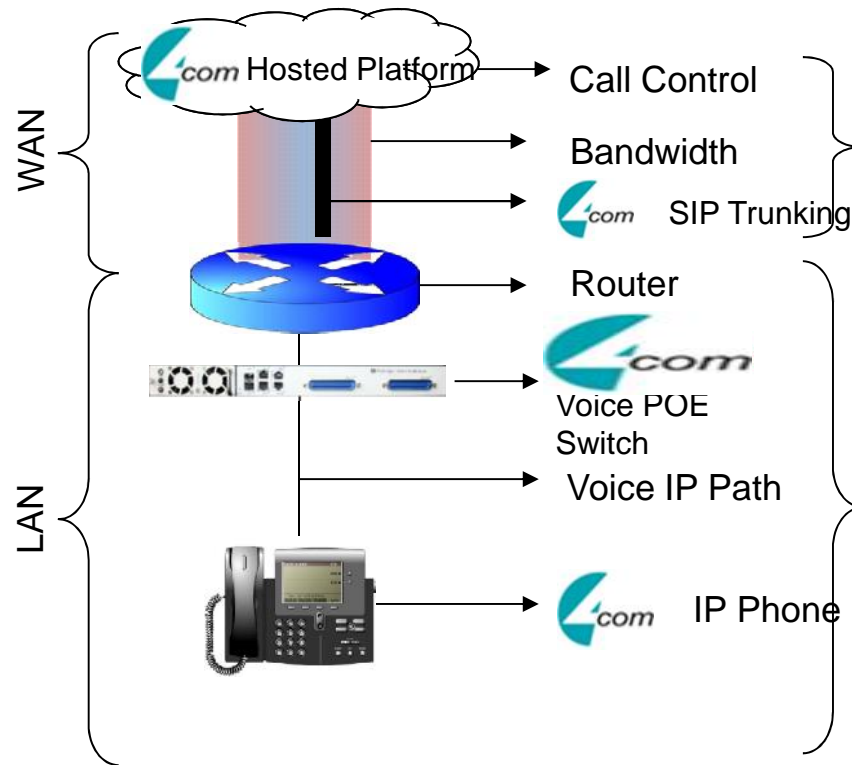- Will be using Phybridge technology in future.

"After deploying the Phybridge technology I realized that I wish I new more about its capability because I would have used it more."

York Region District School Board

- Approximately 200 schools to use PoLRE Switch solution.

- Successfully Migrated over12 schools.

- Solution Saved Money, Eliminated Disruption and Eliminated Financial Risk.

- Repeatable, Predictable, and Scalable Deployment Across Every School.

- Customer References Available.

4COM Channel Partner Case Study - Components Required For 4COM Hosted IP Solution

WAN

Hosted Platform → Call Control

Bandwidth

SIP Trunking

LAN

Router

Voice POE Switch

Voice IP Path

IP Phone

Repeatable, Predictable, Scalable solution making 4Com Hosted IP Telephony profitable and scalable from 5 users to 500 users

How Customers Are Saving $1 Million Plus With Phybridge
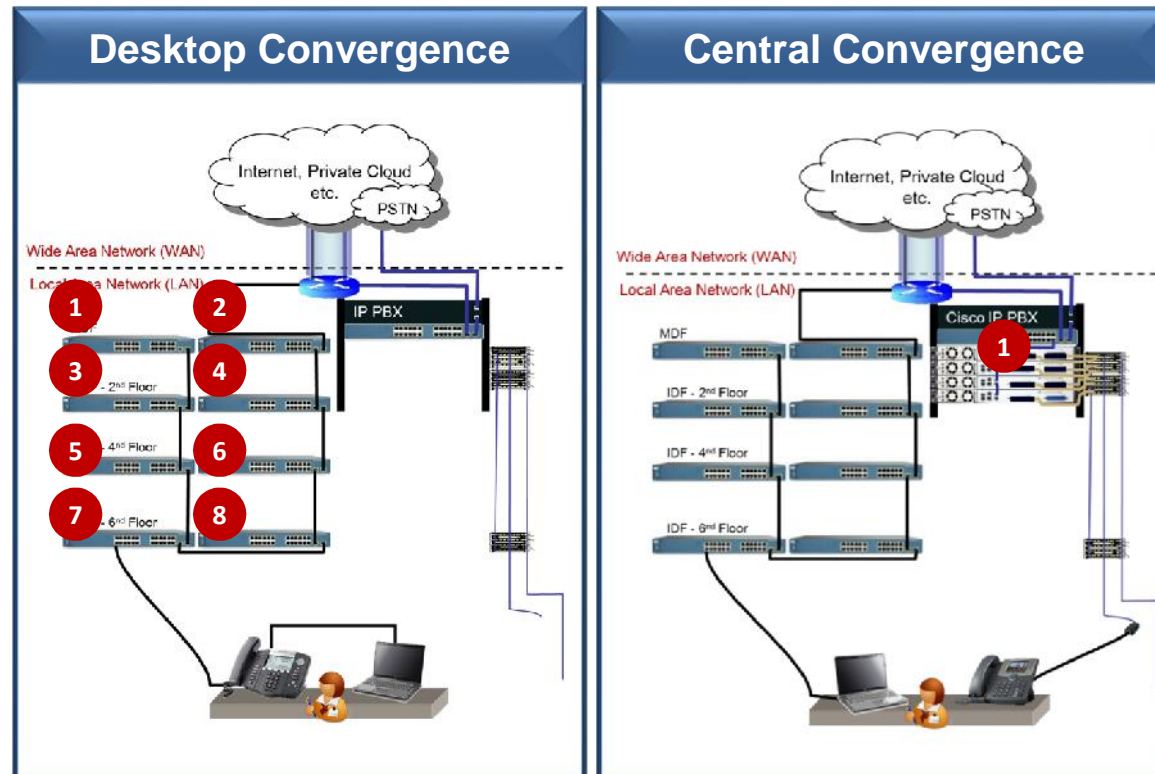
Multiple IDF Closets
- Power
- Backup Power
- Cooling
- Cabling

Professional Service:
- Assessments
- Planning
- Configuration

Network Management
- QoS
- Security
- Future Networks

1 Main Closet
- Leverage Existing Asset

Professional Services:
- Simplified
- Use Existing Assets

Network Management
- Simplified
- Separate Path

"The Phybridge switch solution has proven to be a strong differentiator for us. The value proposition resonates with the customer."

Phybridge

Where Does the PoLRE Best Fit

EDUCATION

HEALTHCARE

GOVERNMENT

HOSPITALITY

HOSTED

- Large Deployments, High IDF closet costs
- Security concerns
- Network simplicity
- Avoid disruption
- 24/7 operations
- Campus environments
- Multi-location
  - Repeatable, Predictable, Scalable

Phybridge

Which Network Do You Want To Put Your Hosted Voice?

On Their Shared Network?

On Your Dedicated Network?

"Through 2015 at least 50% of hyper-converged solutions will suffer from poor network designs that will degrade performance and cause high level of end-user dissatisfaction ."
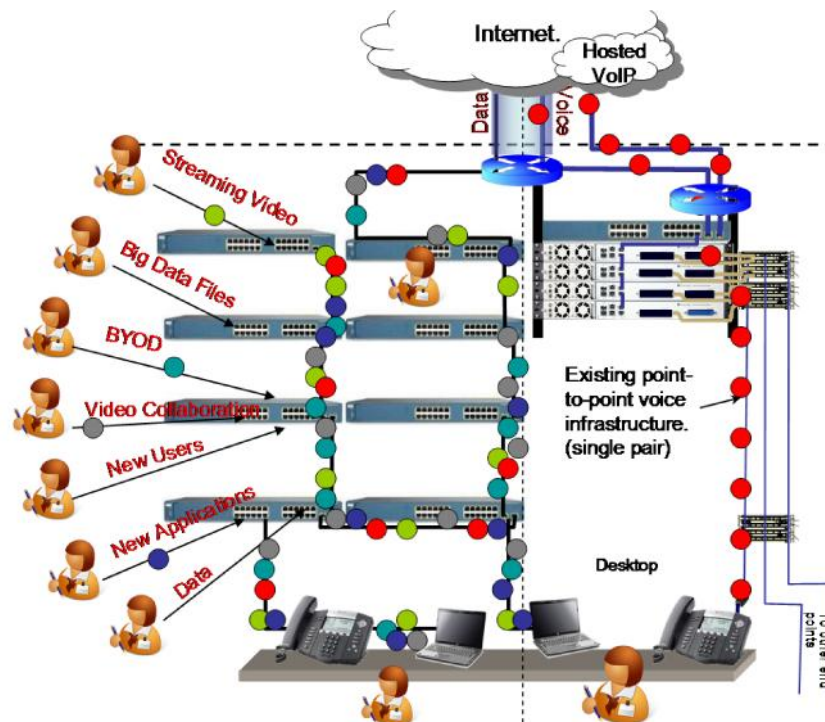
Gartner

"We migrated our customer to IP Telephony on a Phybridge Backbone 4 years ago without a single service call. Customer loves the experience, we love the technology."

Voice on data LAN:
Every device, users, application sharing bandwidth

Dedicated Voice LAN
Dedicated physical path for Voice per user

Phybridge

Ideal Phybridge Customers

ALL LEGACY VOICE & IN PLANNING PHASE FOR IP TELEPHONY.

Get Engaged Early Present Strategic Option.

STARTED DEPLOYMENT BUT IS FACING CHALLENGES OR KEEPING DIGITAL END POINTS.

Provide Solution For All IP - No Compromises.

WANTING TO IP ENABLE OTHER AREAS SUCH AS ACCESS POINTS ETC.

Highlight Switch Capabilities.

Phybridge

"Did you here about the Phybridge PoLRE Data Switch. It transforms the existing voice infrastructure into an IP Path with PoE. IP Telephony deployment is quick, easy and great for customers and you."

- Asking for Digital Phones
  - Forced to buy because of infrastructure barriers.
  - *"Is the customer facing challenges to IP migration? If so, did you here…."*
- Wanting an Analog Gateway
  - Forced to support old phones because of infrastructure barriers.
  - *"Is the customer forced to keep old phones? If so did you here…"*
- Purchasing an IP System
  - Ask how are they planning to deploy & all IP?
  - *"How are you planning to deploy the IP phones, If you have to keep some old phones I have a solution that allows you to go all IP? Did you here*
- Have a Hosted Voice Offering.
  - *"I have a switch technology being used by Carriers to simplify the migration to your hosted voice offering. You can capture the customer quickly and eliminate complexity and create a platform that provides you end to end control with no data network issues impacting your offering."*

(I) | Phybridge

Go To Market - Approach the customer first.
"Have You Considered Phybridge."

Start Now

"Did you here about the Phybridge PoLRE Data Switch. It transforms the existing voice infrastructure into an IP Path with PoE. IP Telephony deployment is quick, easy and great for customers and you."

- Get Involved Early in the Planning with a Differentiator.
  - Before IP voice is deployed customer must get LAN ready. Get to them before they spend more than they need on infrastructure.
  - *"Before you make any investment in infrastructure to support your IP telephony deployment we need to meet. I want to share with you a network innovation that can help you save money, eliminate risk, simplify your migration and deliver the most robust platform possible."*

- Best Way In With The Customer.
  - **Voice Team:** Keep control over user experience, simple, cost effective. Compliment data team
  - **Data Team:** Reduce risk and complexity, create a network that is easy to manage and effective.
  - **CIO:** Create a robust platform that brings your team together and allows for a successfully project. Simplicity, security, QoS, reliability, future-proof are standard with Phybridge.
  - **CFO:** Significant cost savings, eliminate risk, ensure business continuity.

Phybridge

Win More Deals - Move Customers to IP
What If You Can….

☑ Eliminate Infrastructure Barriers and Sell More IP Telephony
- *No More Infrastructure Barriers*

☑ Shorten Sales & Deployment Cycles by 70% plus
- *Leverage Existing Assets*
- *Eliminate Disruption & Risk*

☑ Present a Stronger ROI to the Customer that is Better For You
- *No ROI in Infrastructure*
- *Allocate More to Applications*

☑ Have A Strong Differentiator That Resonates with the Customer
- *Eliminate "Stay Digital" Competition*

☑ Protect and Enhance Your Net Margins
- *Repeatable, Predictable, Scalable*
- *Easy to Onboard Solution, Attractive Demo Offering.*

☑ Protect Your Brand
- *Success - On Budget, On Time*
- *Great Customer Experience*

Phybridge