



The Portico Telephone VoIP Adapter

Changing the Dynamics of VoIP Migration

Company Perspective

Over two decades, Citel has evolved as The VoIP Migration Company™, building a reputation as a technology and market leader in delivering innovative voice network solutions to organizations worldwide. Citel is a New York State based, private company with a global presence, and the resources and partnerships to deliver value-enhancing telephony solutions quickly and cost-effectively.

How can Citel benefit your enterprise? Organizations generally make technology purchasing decisions to accomplish one or more of the following objectives:

- Grow revenue
- Reduce costs
- Increase productivity
- Enhance customer experience
- Improve core business focus
- Maintain or enhance competitive position

At Citel, we design and manufacture each of our products to align with an organization's technology buying objectives to create a seamless, scalable voice network.



Citel manufactures the Portico TVA, enabling enterprises to deliver hosted or premise-based VoIP services and applications to PBX and Centrex telephones already working and in place.



Citel. The VoIP Migration Company™

Portico™ Telephone VoIP Adapter (TVA™) Overview

A very large amount of money (estimated at \$20.6 B over five years back in 2006 according to a Gartner Research report) will be wasted on IP screen phones. Smart enterprises will migrate to IP telephony utilizing existing handsets and wiring infrastructure.

Legacy handsets are retained until they reach the end of their effective life, and the enterprise avoids a questionable investment in rapidly evolving IP endpoints.

Citel's SIP-based Portico™ Telephone VoIP Adapter (TVA™) enables digital, Centrex™-compatible P phone and analog handsets to connect directly to a premise-based IP PBX or Hosted IP platform over existing wiring. The enterprise can apply up to two thirds of its existing telephony investment towards a new IP platform, dramatically reducing the expenditure and disruption usually associated with IP telephony migration. Now enterprises can justify migration to IP telephony even in the middle of the traditional PBX "buy cycle".

Key Verticals Benefiting from Portico™ TVA™

- Call Centers
- Finance and Professional Services
- Healthcare
- Higher Education
- Municipal and Government
- Retail
- Small to Medium Business (SMBs)



Product Descriptions



Portico TVA-D

For digital (PBX) telephone handsets

- SIP-enabled digital terminal adapter
- 12 or 24 ports
- 0, 1, or 2 FXO ports for survivability
- Powers digital handsets locally
- Web configuration and provisioning
- Flexible QoS and compression options
- Connect to hosted or premise-based IP PBX



Portico TVA-P

For P phone (Centrex) telephone handsets

- SIP-enabled P phone terminal adapter
- 12 or 24 ports
- 0, 1, or 2 FXO ports for survivability
- Powers P phone handsets locally
- Web configuration and provisioning
- Flexible QoS and compression options
- Connect to hosted or premise-based IP PBX



Portico TVA-A

For single line and analog handsets

- SIP-enabled analog phone adapter
- 12 or 24 ports
- 0, 1, or 2 FXO ports for survivability
- Powers analog phones locally
- Web configuration and provisioning
- Flexible QoS and compression options
- Connect to hosted or premise-based IP PBX

Portico Business Results

Portico Aligns with VoIP Migration Benefits...

Reduces operational costs through VoIP provider - Utilizing SIP trunks can provide substantial operational expenditure savings over traditional digital phone circuits.

Offers nearly limitless scalability - Because premise and hosted IP platforms are software-based, they have scalability far beyond traditional TDM phone systems.

Connects globally through IP network - Connectivity between locations is limited only by access to broadband, not physical distance.

Leverages existing infrastructure to align with budget and resource reality - New platform infrastructure leverages existing handset and wiring infrastructure, providing all the benefits of IP telephony at far lower capital and resource investment than “rip and replace” migration solutions.

Simplifies entire voice network - Voice and data services can be provided on a single network, from a single provider.

... and Eliminates VoIP Migration Obstacles

Blends current investment with new technology - Enterprises can utilize equipment already in place to obtain the benefits of IP telephony and can take advantage of users’ current skill sets.

Drastically reduces VoIP Migration CapEx - Enterprises do not need to purchase new handsets or LAN infrastructure to obtain the benefits of IP telephony.

Solidifies VoIP ROI & TCO - By placing focus on the VoIP platform, rather than VoIP endpoints, enterprises can be assured the operational expenditure reduction and productivity gains of IP telephony outweigh the capital expenditure of migrating over the long-term.

Minimizes business disruption & retraining - Users already know how to use the devices on their desks. In most cases, the transition to the Portico TVA is transparent. New applications, such as web/database integration, Click-to-Call, and enhanced directory services, can be delivered to a web browser.

Requires minimal resources to deploy - Since handset and wiring infrastructure are already in place, the Portico TVA takes minimal resources to deploy, and can be up and running in minutes.



Portico TVA Benefits Summary

- Up to 70% savings over Rip & Replace VoIP migration.
- No LAN assessment or upgrade
- 5 minutes to install.
- Transparent to end users.
- Scales to 1000's of ports.
- Eliminates the need to purchase all new IP phones.

Citel.

The VoIP Migration Company™

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