Citel. The VoIP Migration Company™

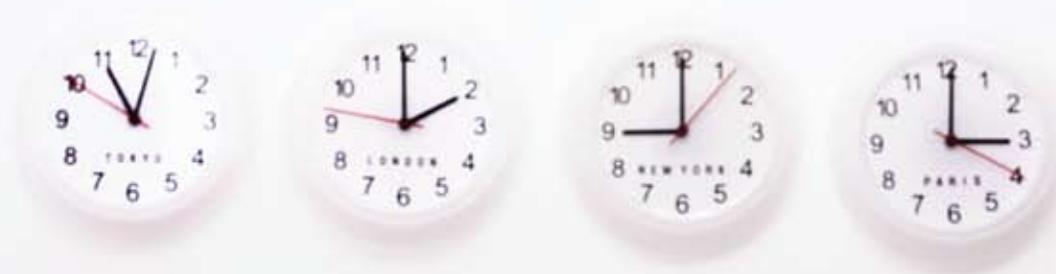# Portico™ TVA™ and the BroadSoft BroadWorks® platform

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 UK-based, publicly traded 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™ Telephone VoIP Adapter (TVA™), enabling service providers to deliver hosted VoIP and applications to digital (PBX), P phone (Centrex), and analog telephones already working and in place.

BroadSoft produces BroadWorks®, the industry's leading VoIP applications platform. BroadWorks® offers the widest array of applications from a single platform, including the service provider solution Hosted PBX, with carrier-grade interoperability, back office capabilities, redundancy, and scalability.

Together, Citel and BroadSoft accelerate hosted VoIP seat sales. BroadWorks® provides the engine for VoIP's benefits, and Portico TVA makes the enterprise transition fast, easy, and affordable.

BroadWorks® Hosted PBX Overview

Over 200 service providers around the globe have chosen BroadSoft's BroadWorks® as their VoIP application platform. And the number is growing. Its carrier-grade reliability and breadth of features enables service providers to offer best-in-class hosted business communications services, resulting in higher ARPU (average revenue per user) and lower churn in the lucrative but competitive enterprise market segment.

BroadWorks® is a standards-based, next-generation platform supporting leading protocols such as SIP (session initiation protocol). Deployed at the network core, BroadWorks® provides features through multiple architectures, including Softswitch, Class 5, and IMS (IP Multimedia Subsystem). BroadWorks® delivers these features with unmatched interoperability, back office capabilities, redundancy, and scalability.

The BroadWorks® Hosted PBX application is a network-based telephony application that provides IP dial tone, personal and group calling features, and web-configurable service management equivalent to an IP PBX. It offers greater deployment flexibility without the investment, maintenance, and overhead of a traditional PBX. It can be rolled out to specific sites, or across multiple sites, to replace and/or complement existing TDM PBX call control.

With the BroadWorks® application suite, service providers can rapidly grow their hosted customer base with compelling, high-value next-generation VoIP features and applications.

Portico™ Telephone VoIP Adapter (TVA™) Overview

An estimated $20.6 billion will be wasted on IP screen phones over the next five years, according to an August 2006 Gartner Research report. 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 (PBX), P phone (Centrex) and analog handsets to connect directly to a 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".

Product Descriptions

Portico TVA-D

For digital (PBX) telephone handsets

- SIP-enabled digital terminal adapter
- 12- or 24-port configurations
- 0, 1, or 2 FXO ports for survivability
- Powers digital handsets locally
- Web configuration and provisioning
- Flexible QoS and compression options
- Connects to the BroadWorks® Hosted PBX platform

Portico TVA-P

For P phone (Centrex) telephone handsets

- SIP-enabled P phone terminal adapter
- 12- or 24-port configurations
- 0, 1, or 2 FXO ports for survivability
- Powers P phone handsets locally
- Web configuration and provisioning
- Flexible QoS and compression options
- Connects to the BroadWorks® Hosted PBX platform

Portico TVA-A

For single line and analog handsets

- SIP-enabled analog phone adapter
- 12- or 24-port configurations
- 0, 1, or 2 FXO ports for survivability
- Powers analog phones locally
- Web configuration and provisioning
- Flexible QoS and compression options
- Connects to the BroadWorks® Hosted PBX platform

BroadWorks® Hosted PBX with Portico™ TVA™

Portico™ TVA™ Accelerates BroadWorks® Hosted Seat Sales...

Most enterprises are faced with a number of obstacles when migrating to a VoIP platform. Existing equipment investments, including LAN infrastructure, wiring, and handsets, are often significant and still fully functional. Concerns about high capital expenditures, migration complexity, business disruption, and end user retraining often negatively impact the perceived economic or productivity benefits of hosted IP services. These factors, primarily about infrastructure, can keep your customers from the benefits of your BroadWorks® service - the real value of your offering.

Add Portico™ TVA™ to your hosted offering and shift the focus of the value proposition back to high-value hosted IP services. Reduce or eliminate the most common hosted IP telephony objections with Portico TVA, thereby reducing migration complexity and shortening the sales cycle. Because Portico TVA connects your BroadWorks® platform to endpoints already installed and working in the enterprise, it enables your sales force to close sales that would otherwise be lost. You obtain high-value hosted seats, the customer receives high-value hosted service.

...by Eliminating VoIP Migration Obstacles

Blends current investment with new technology - Enterprises can utilize handsets and wiring already in place, providing all the benefits of IP telephony at far lower capital and resource investment than "rip and replace" migration.

Drastically reduces VoIP migration CapEx - Enterprises do not need to purchase new handsets or LAN infrastructure to obtain the benefits of IP telephony.
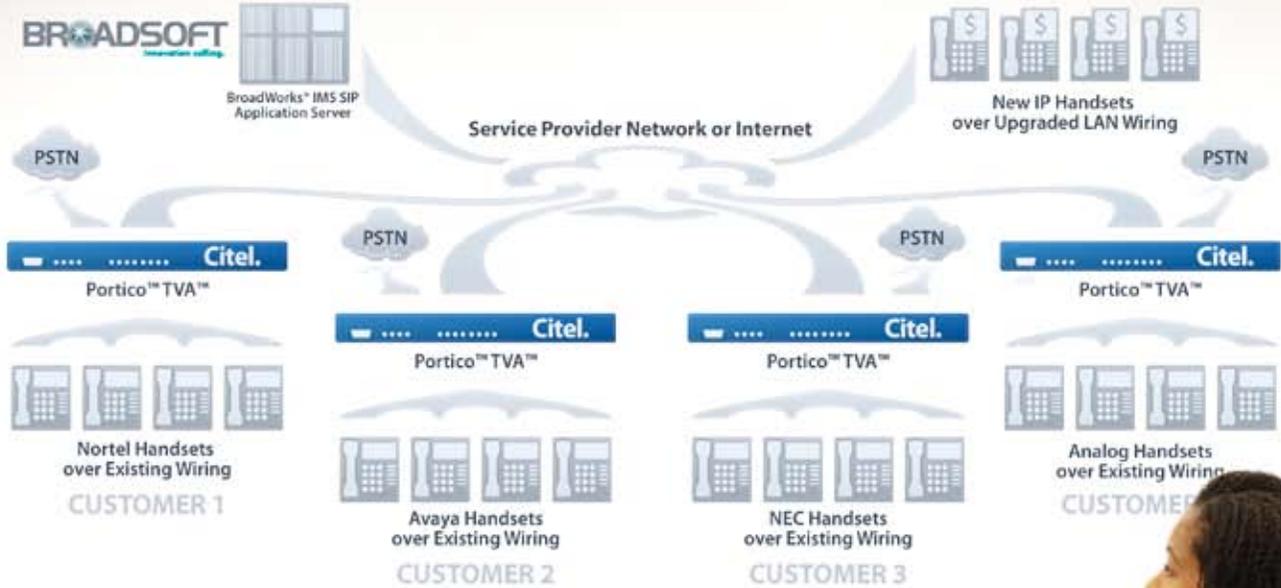
Solidifies VoIP ROI & TCO - By placing focus on the VoIP platform, rather than VoIP endpoints, enterprises can be assured the operational expenditure reduction and productivity gains of IP telephony outweigh the capital expenditure of migrating over the long-term.

Minimizes business disruption & retraining - Users already know how to use the deivces 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.

BROADSOFT
BroadWorks™ IMS SIP
Application Server

Service Provider Network or Internet

New IP Handsets
over Upgraded LAN Wiring

PSTN

PSTN

Citel.
Portico™ TVA™

PSTN

PSTN

Citel.
Portico™ TVA™

Nortel Handsets
over Existing Wiring
CUSTOMER 1

Citel.
Portico™ TVA™

Avaya Handsets
over Existing Wiring
CUSTOMER 2

Citel.
Portico™ TVA™

NEC Handsets
over Existing Wiring
CUSTOMER 3

Analog Handsets
over Existing Wiring
CUSTOMER

Compatible Handsets:

Avaya (Lucent) Definity

Nortel
 - Meridian 1   NEC DTERM
 - Norstar   Siemens
 - P phone

Ericsson   Panasonic

Toshiba

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