The Radicati Group, Inc.
www.radicati.com

Unified Communications Market Update

A Radicati Group, Inc. Webconference

9:30 am, PT
August 26, 2010

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Speakers & Agenda

Speakers:

- James Bond, *Vice President of Product and Software Development*, **Apptix**
- Bob Barnes, *Executive VP of Sales, Marketing and Business Development*, **Call Tower**
- Joe Staples, *Chief Marketing Officer*, **Interactive Intelligence**
- Brooks Riendeau, *Manager UC Solutions Marketing*, **Mitel**

Agenda:

- *Presentations from Apptix, Call Tower, Interactive Intelligence and Mitel*
- *Speaker Panel Discussion – moderated by Sara Radicati*
- *Audience Q & A session*

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Apptix Overview

Leader in hosted Business Communications and Collaboration Services

- Est. 1997, Public (OSE: APP)
- 170 employees, headquarters in Virginia
- 300,000 end users at 22,000 organizations worldwide
- Hosted Exchange provider since 2001
- Hosted SharePoint provider since 2003
- Hosted VoIP provider since 2007
- Hosted Web Conferencing and IM/Presence provider since 2009

VAR 500 2010

InfoWorld 100

American Business Awards Stevie 2010 Finalist

Deloitte. 2009 Technology Fast 500

2009 CRN Fast Growth 100

Software 500

Fastest Growing Companies 2009

Microsoft Gold Certified Partner

2009 Unified Communications Solutions Messaging Partner of the Year Finalist

Microsoft Gold Certified Partner

2006 Sales and Marketing Partner of the Year Advanced Infrastructure Solutions

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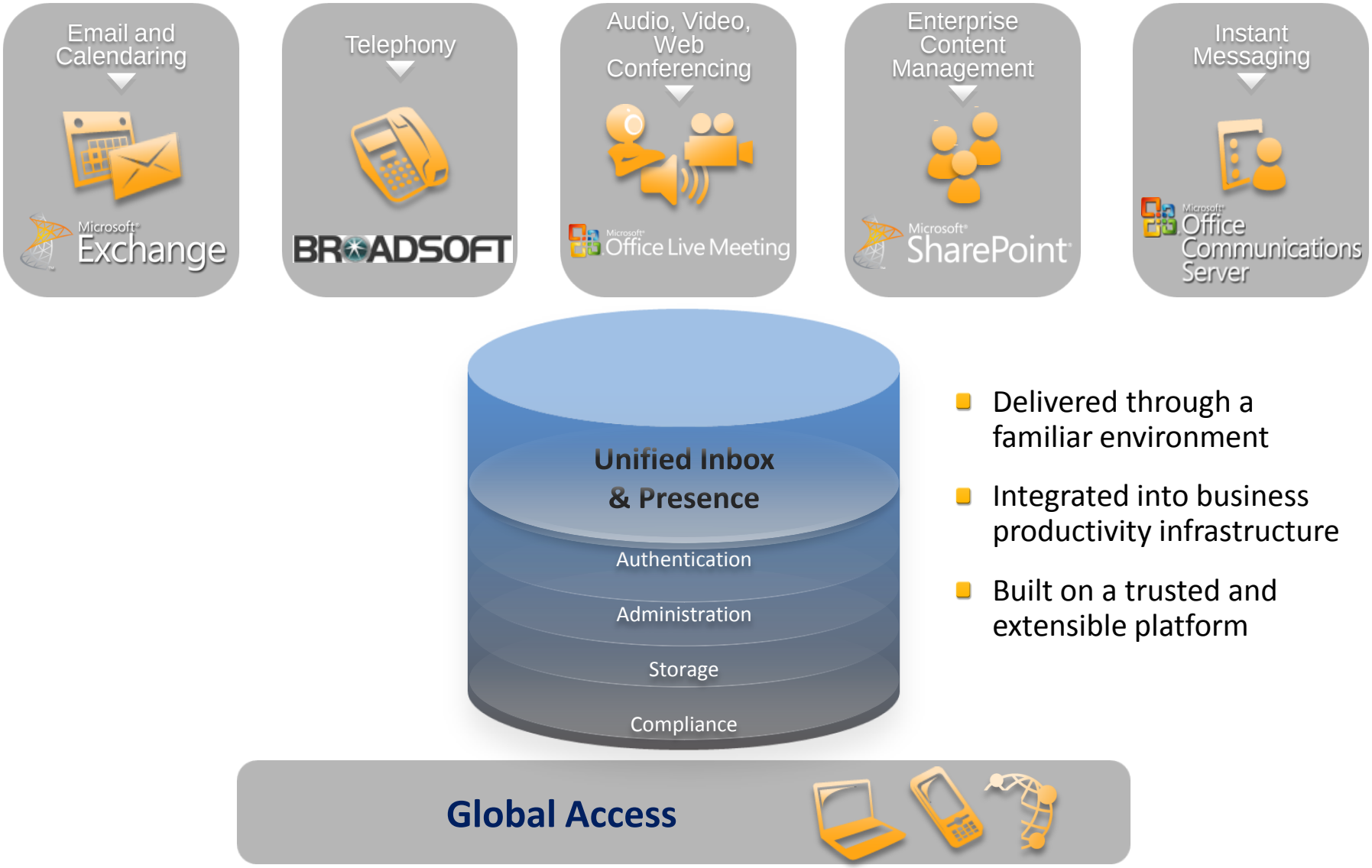
APPTIX EMAIL · CALL · UNITE

Cloud, Software-based UC Offering



- Delivered through a familiar environment
- Integrated into business productivity infrastructure
- Built on a trusted and extensible platform

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APPTIX EMAIL · CALL · UNITE

Benefits

- Cost Savings
  - Avoid capital expenses
  - Control operational expenses
  - Reduce travel & communications costs
- Improve Productivity & Collaboration
- Increase Operational Efficiency & Flexibility
- Leverage Existing Infrastructure
- Simplify IT Administration

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Customer Segmentation

APPTIX
EMAIL · CALL · UNITE

Customer Base – 230,000

Profile - Small & Medium-sized Enterprise (SME), Small & Midsize Businesses (SMB)

Employee Size - up to multi-thousand employees

Buyer - IT/Technical Staff

MailStreet
A DIVISION OF APPTIX

Customer Base – 70,000

Profile - Small office Home office (SoHo) and Small Businesses

Employee Size - Typically under 25 employees

Buyer - Accidental IT Guys/Business Owners

Primary Industries

Technology, Financial Services, Legal, Healthcare & Real Estate

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CallTower

simply communicate.

Empower Your Business with Unified Communications

Radicati Group Webconference

Presented by: Bob Barnes
Executive Vice President, CallTower
August 26, 2010

Proprietary & Confidential

Inside this presentation:

- About CallTower
- Why On Demand Unified Communications
- CallTower Offering
- Solution Overview
- The CallTower Advantage

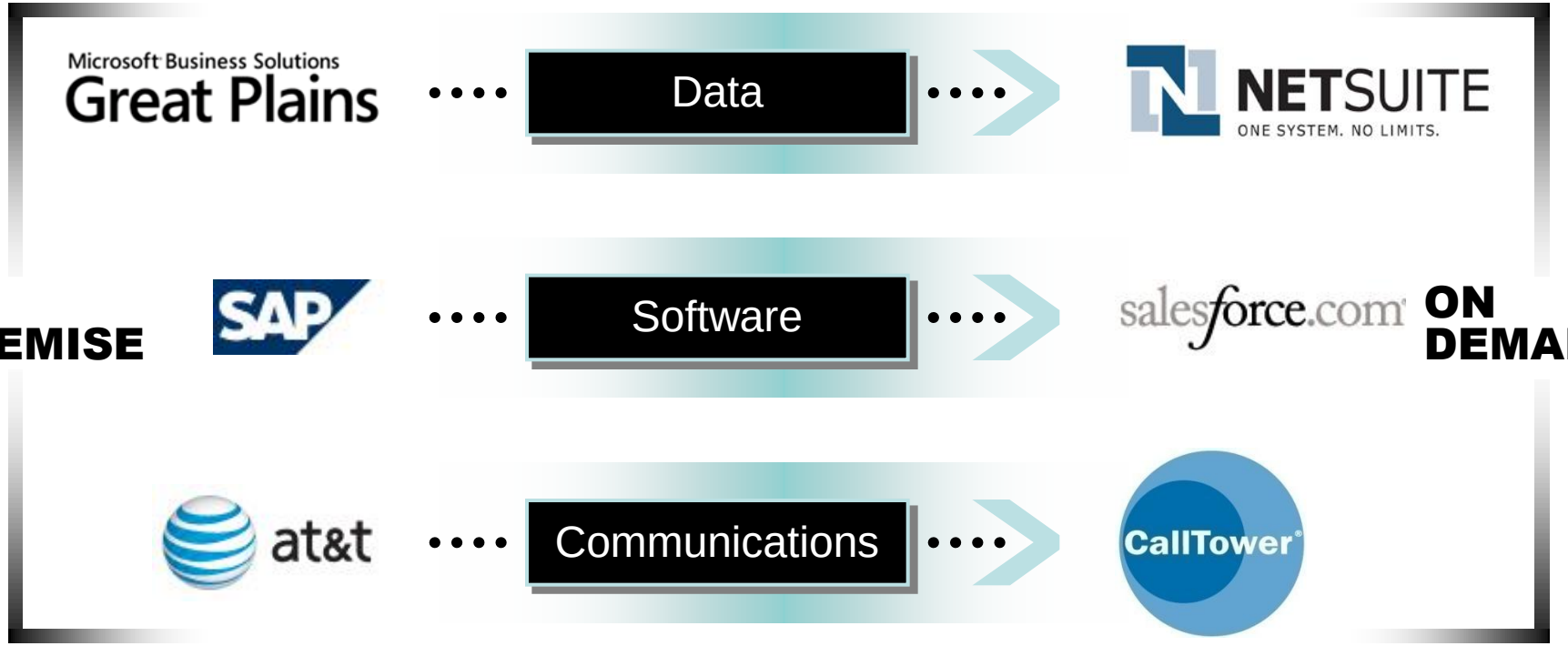
Proprietary and Confidential

CallTower Corporate Overview

- CallTower provides On Demand Unified Communications Service to businesses
- Founded in 2002
- Privately held
- 8+ years of production service
- EBITDA & cash flow positive
- Market-leading technology without the expense or distraction

Proprietary and Confidential

Communication: The Next OnDemand Wave



ACCESSIBLE | RESPONSIVE | EFFICIENT

Traditional Corporate Communication

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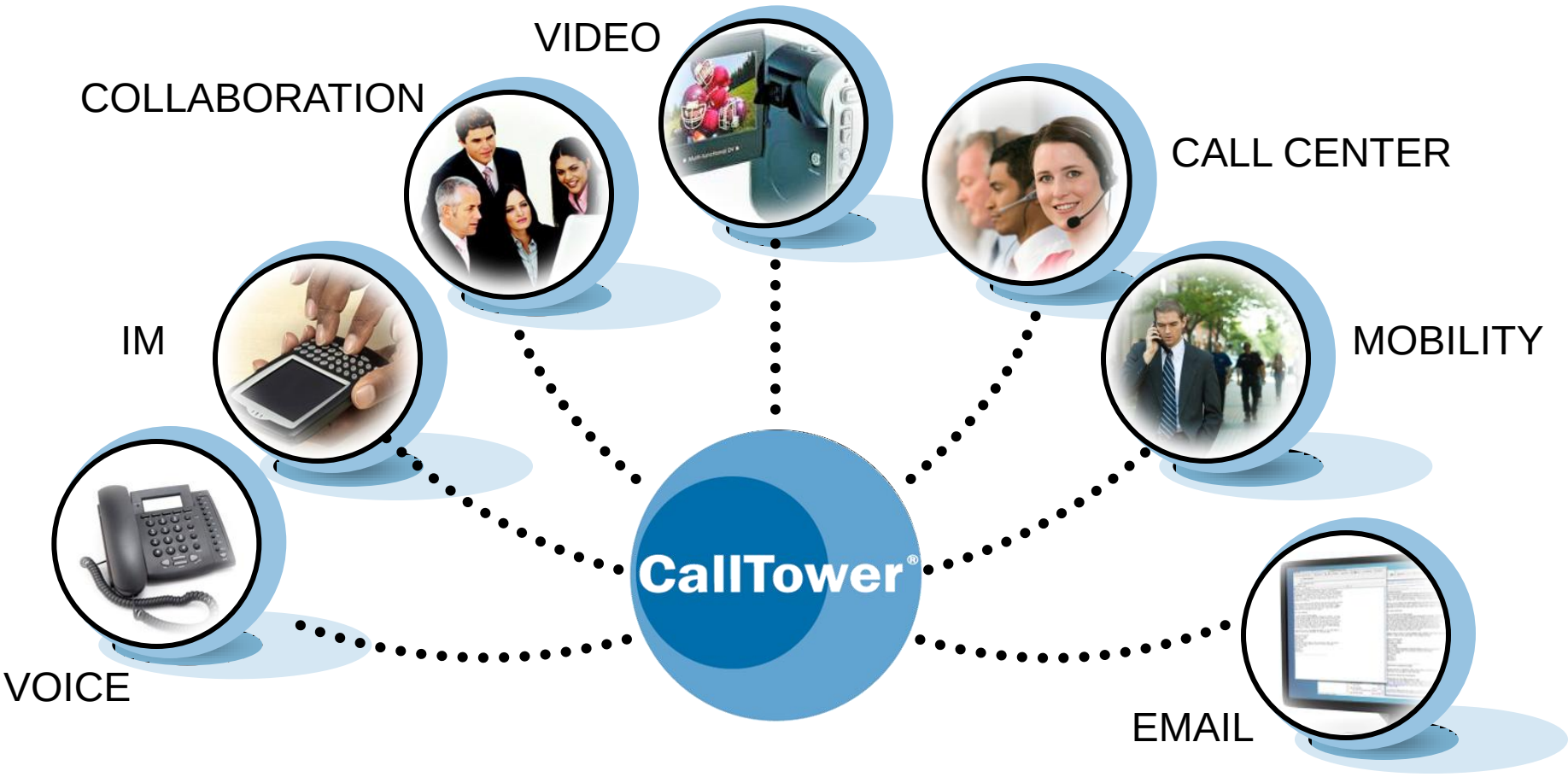
Unified Communications



Hosting, Delivering, Integrating and Managing

CallTower Empowers Businesses Through Simplified & Unified Communications

MULTIPLE

VOICE | IM | EMAIL | VIDEO | CALL CENTER | MOBILITY | COLLABORATION

- Vendors
- Bills
- Interfaces
- Provisioning
- Upgrades
- Maintenance
- Support

ONE

CallTower

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CallTower Current Offering

Applications	Products	Features
Voice Unified Messaging Email IM/Chat Video Call Center Collaboration Presence Mobility	Cisco CallManager 7.0 VoiceCube Microsoft Exchange Microsoft OCS 2007 r2 Microsoft LiveMeeting Microsoft Sharepoint Blackberry Enterprise Server Good Messaging Communicator Mobile Sprint SMI/FMC	Zero CapEx Best Of Breed Technology SAS70, 24x7 Support Unified Provisioning Nationwide Coverage MPLS WAN Tier 1 Internet

CallTower's On Demand Unified Communication solution makes communications simple, fast, cost effective and reliable. Customize the service bundle and create a simple per seat, per month, zero capex unified communications solution for any business.

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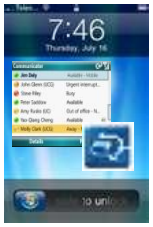
Solution Overview



OCS Mobile
ActiveSync
Blackberry
Good
iPhone
Windows Mobile

Cell

Internet

PSTN

RoundTable Video

CallTower

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Cisco CallManager
OCS Full Integration
Unified Messaging
Exchange Integration

Exchange 2007
Outlook2002
OCS 2007 r2
SharePoint
Postini

Focus Resources

Leverage Capital

Single Directory Data Base

Complete Integration

Presence & IM

Web Conferencing

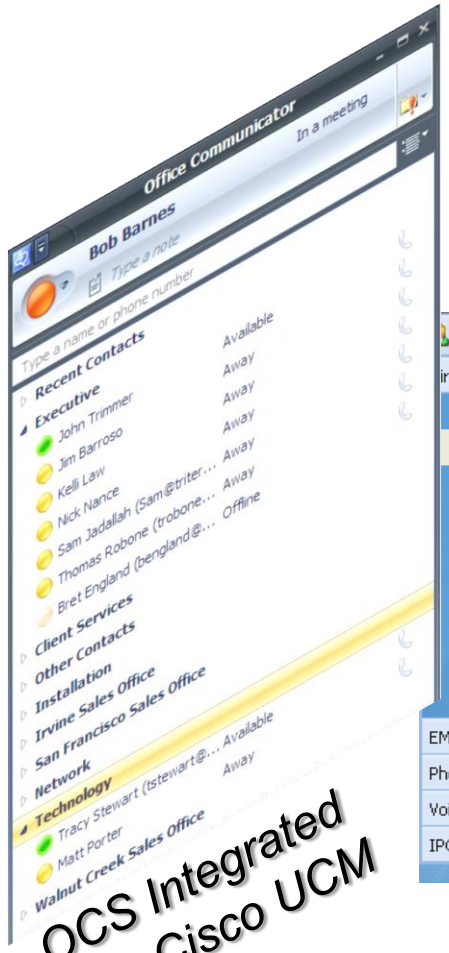
Telephony

Unified Messaging

Document Storage & Management

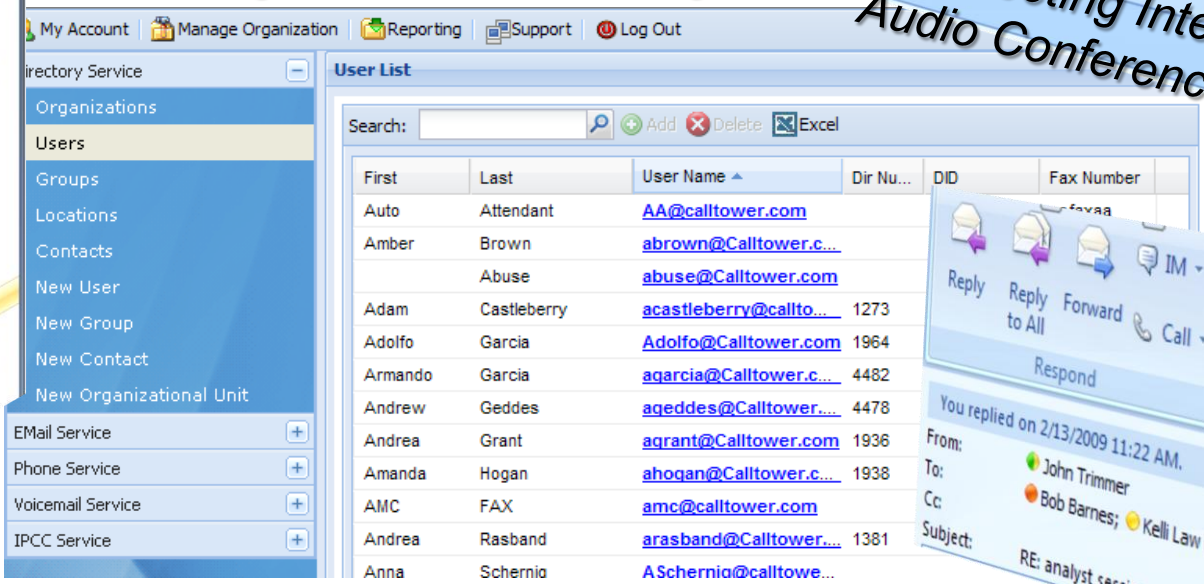
Email, Calendaring & Contact Management

Fully Integrated, Easy To Use & Manage

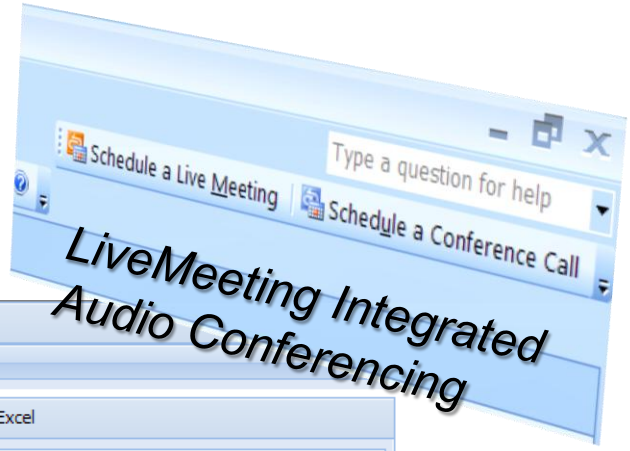


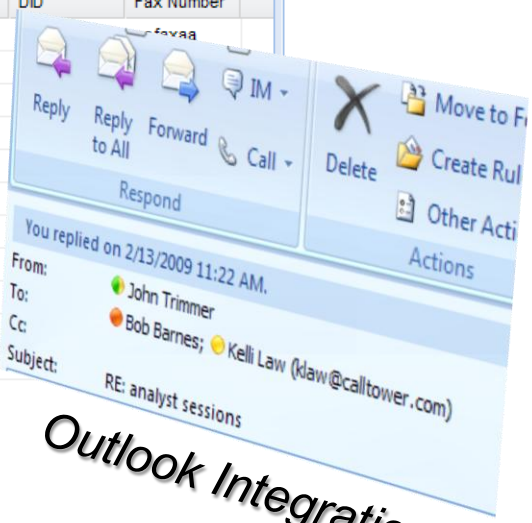
OCS Integrated with Cisco UCM

Single Point Provisioning



LiveMeeting Integrated Audio Conferencing





Outlook Integration

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The CallTower Advantage

- Financial - Zero Capex, Future Proof, Scalable (Up or Down)
- Technology – Automatic Upgrades & Advancements
- Simplicity- Less Equipment, Support & Maintenance
- Disaster Avoidance- Redundancy with Geographic Failover
- Single Provider- One Monthly Bill with Predictable Cost
- Expert Support – 24x7x386, SAS70 Type II Certified

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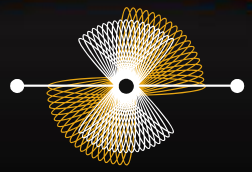
Questions

Interactive Intelligence Overview

Joe Staples, Chief Marketing Officer
Interactive Intelligence Inc.



INTERACTIVE INTELLIGENCE®

Deliberately Innovative

Global Customers

INTERACTIVE INTELLIGENCE
Deliberately Innovative

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Markets Served

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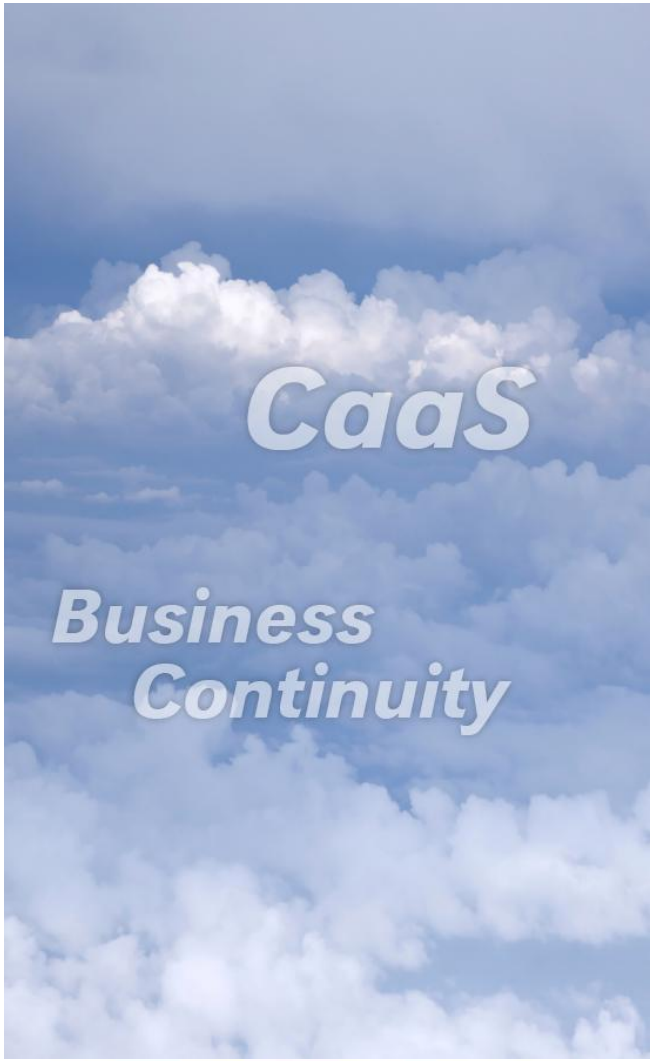
Deployment Choices



Cloud-based Offering

- Viable option for disaster recovery
- Little/no up-front capital expense
- Faster deployment
- Reduced IT staff
- Flexible purchasing model
- Quicker access to new functionality

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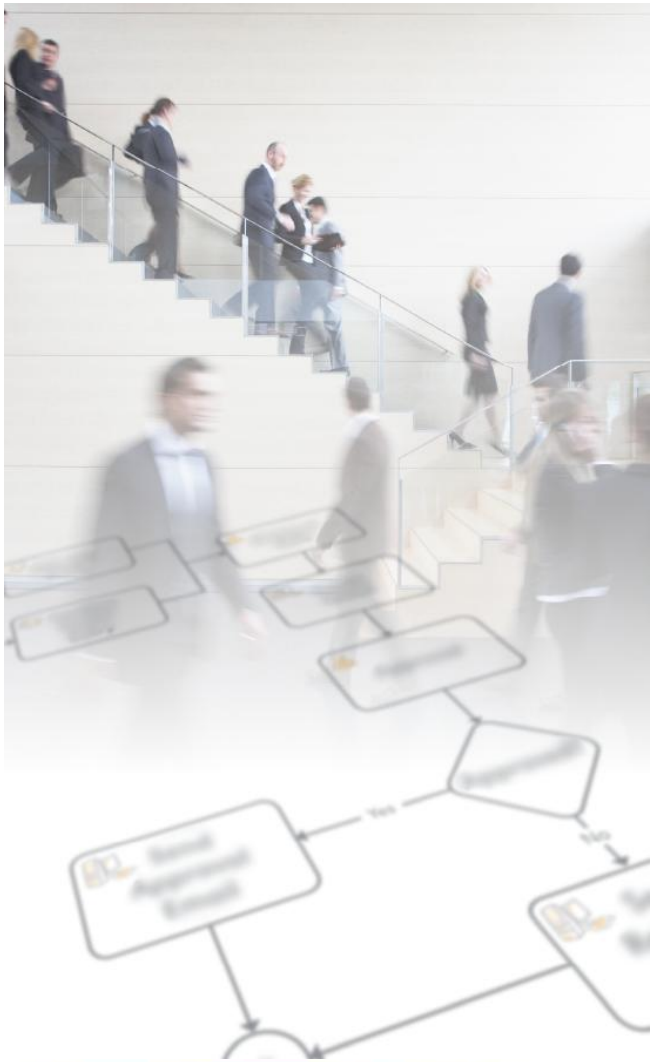
UC – Process Automation



A UC product that provides the automation of core, people-centric business processes

- Using proven communications technology
- Less complex, requiring less customization than legacy business process management suites
- Removes latency and human error
- Provides UC's demonstrable ROI

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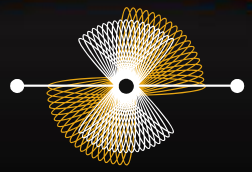

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Mitel
Corporate Overview

Brooks Riendeau
Solutions Marketing Manager

August 26, 2010

MITEL®
Simply Communicating

About Us

- A leading provider of communications solutions for large multi-site enterprises, mid-sized corporations and small offices.
- Operate from over 100 locations in over 90 countries.
- Partner network of over 1,500 value-added resellers.
- Using IP Telephony as the enabler for business communications applications

Our portfolio of solutions are highly scalable, secure, easily managed, and optimized to meet the evolving communications needs of our customers.

MITEL®
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Business Challenges

- 24x7 Availability
- Multiple disparate points of contact
- Flexible work

- High annual mobility and conferencing costs
- Complex, hidden telecom fees

- Sharing information across multiple sites
- Handling peak call times
- Customer metrics

- Separate voice, data, and wireless networks
- Remote network access
- Complex administration
- Business continuity

- Service quality
- Relationship building
- Personalization

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Comprehensive Portfolio of IP Solutions

UCC Applications

Unified Communicator

Contact Center

Converged Collab. & Video

Telecollaboration

Platform

Mitel Communications Director (MCD) Software

MCD

Pure IP

Digital-IP

Unified Communications & Collaboration Applications

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Solutions Tailored to Fit Your Needs

Senior Executive

Constantly on the go, work 24x7, require immediate access to corporate, customer, supplier information

Office Administrator / Customer Service

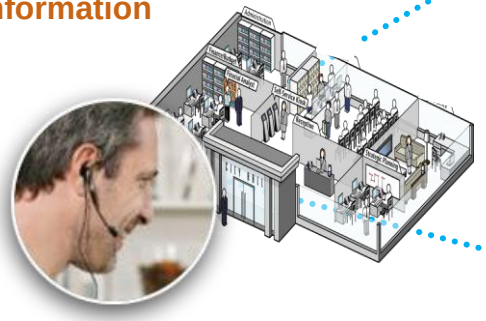
Multiple support roles, main customer service and access point to the business

IT Manager

Multiple technology hats – voice and data, requires easy to install and manage solutions, do more with less

Knowledge Worker / Manager

Remote / Home Office Multi-tasking, work from home after hours to support global requirements.



On-site Service and Support

Need to work both inside, or outside of the corporate network (customer site, supplier office, warehouse)

Sales

Need to work both inside, or outside of the corporate network (customer site)

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Dynamic Extension

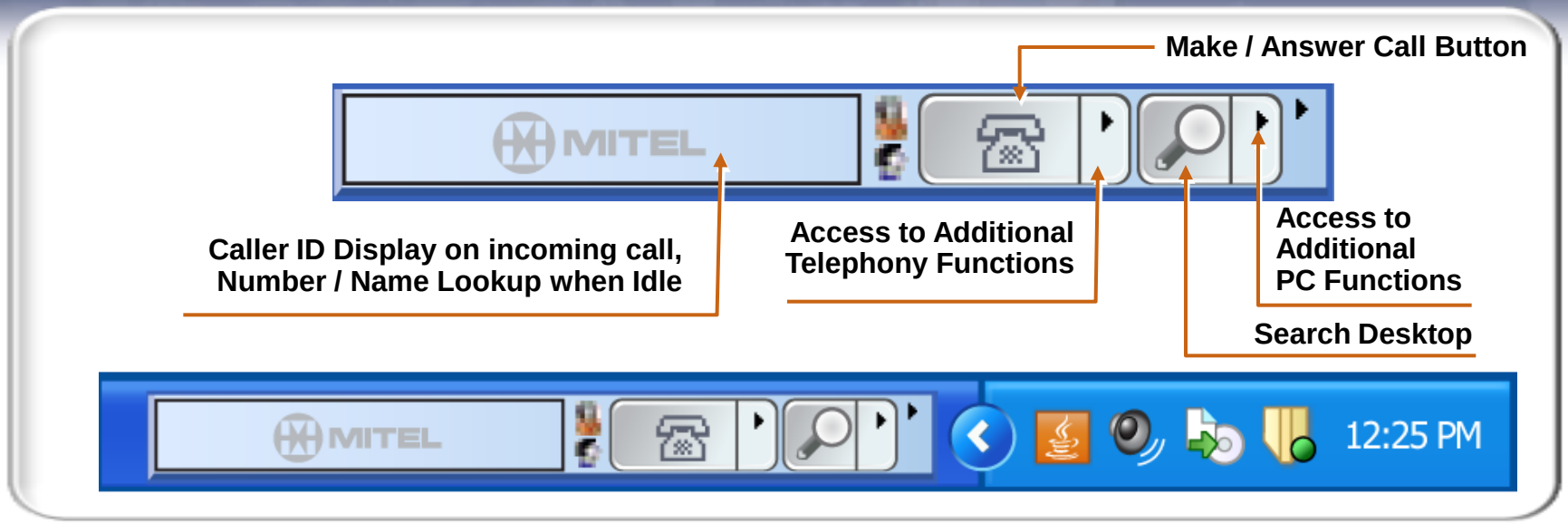
with
Mitel Communications Director 4.1

- Twins to a home phone, a mobile phone or even an extension on a 3rd party PBX – effectively any phone
- One number, one voice mail box
- Easy call handoff

Simply Communicating

Unified Communicator Express 3.0

Now free for MCD and 5000 CP



- → Simple, server-less deskphone assistant
- → Telephony toolbar for “click-to-dial” and directory lookup
- → Incoming screen pop
- → Outlook productivity features
- → Supports association with multiple phones
- → SIP softphone option

MITEL® Simply Communicating

Desktop Applications

Presence

Mobility

Conferencing & Collaboration

Messaging

Simply Communicating

UC Advanced Mobile for BlackBerry®

- **Unifies UC components into a single, easy-to-manage interface**
  - **Control Dynamic Status remotely**
    - **Status automatically updated based on GPS and Bluetooth location**
  - **View corporate contacts and presence**
  - **View call history**
  - **View voice mail message details**

Advanced UC capabilities extended to mobile workers

MITEL® Simply Communicating

Thank you

MITEL®

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Thank You!

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New Reports just published by The Radicati Group:

- **Hosted Email Market, 2010-2014**
- **Email Archiving Market, 2010-2014**
- **On-Premises Corporate Unified Communications Market, 2010-2014**
- **Hosted Unified Communications Market, 2010-2014**

You can view all our published and upcoming reports at www.radicati.com

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