

3COM

MESSAGING IS CHANGING

IP Messaging

While You Were Out

message seven, received today at 2:45 pm, from...

AnswerPhone

Pink Form Voice Mail

offline communications

Find Me Follow Me

Voicemail & fax integrated into email

Broadcast

Unified Messaging

online communications

Presence

Instant Messaging

You have a call from...

IM & Presence Unified Communications

IP Telephony
IP Messaging
IP Conferencing
IP Contact Center
IP Mobility
IP Presence

1

IP Messaging

IP MESSAGING

IP Telephony

IP Messaging

IP Conferencing

IP Contact Center

IP Mobility

IP Presence

› From Voicemail to Unified Messaging

- System features can be programmed on a per user basis
- User profiles defined for different types of workers

User Type	Typical Features Provided
Desk Worker (Office based) Notification:	Simple voicemail "0" to connect to operator or admin Message Waiting Indicator (MWI) on the phone
Flexi- Worker (Home/Office) Notification:	Voicemail/Fax integrated into email Time of day greetings MWI on phone, email notification including WAV/TIF file
Sales Manager (Mobile Worker) Notification:	Find-me/Follow me, Voicemail Distribution Lists Return call from within mailbox, Personal auto-attendant Email to Blackberry, Dial out notification to mobile

2

IP Messaging

IP MESSAGING

IP Telephony

IP Messaging

IP Conferencing

IP Contact Center

IP Mobility

IP Presence

70% of all business calls are not completed at the first attempt
 76% of calls do not require an immediate response
 65% of calls are for one-way transfer of information
 67% of calls are considered less important than the work they interrupt
Source: The NSS Group

› Benefits of Voicemail

- Ensures callers can leave a message
 - › Avoids repeated busy tone or no answer
- Enables workers to manage interruptions
 - › Setting Forward-to-Voicemail or Do Not Disturb on phone
- Enables handling calls in batches
- Send voice messages to distribution lists – team notifications

3

IP Messaging

IP MESSAGING

IP Telephony

IP Messaging

IP Conferencing


IP Contact Center

IP Mobility

IP Presence

Benefits of Unified Messaging

- Single inbox for voice messages, email and faxes
- Enables remote workers to immediately receive voice messages without having to dial-in to server
 - › Home workers
 - › Road warriors logged in WiFi hotspots
 - › Pick-up voice messages before you fly
 - reply in email while in flight
- Forward voicemail in email
- Simplifies forwarding, distributing and printing faxes
- Can be integrated with most email systems
 - › Domino/Notes, Exchange, Groupwise, etc.
 - › POP3 / IMAP4



Voicemail & Domino/Notes Integration

Unified Inbox

Date	Time	Subject
22/11/2006	15:43	FAX message from S
22/11/2006	15:42	Voice message from
22/11/2006	15:42	Voice message from
22/11/2006	15:41	FAX message from S
22/11/2006	14:45	Re: Information on h
22/11/2006	14:11	CMA Survey & Confo

IP Messaging

IP MESSAGING

IP Telephony

IP Messaging

IP Conferencing

IP Contact Center

IP Mobility

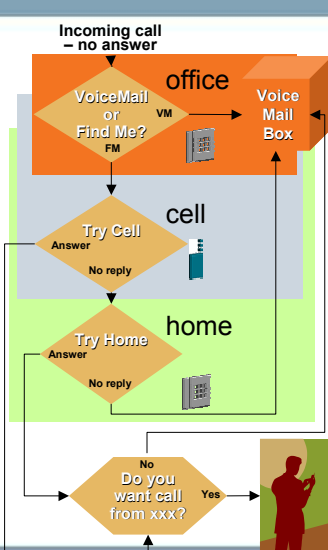
IP Presence

Benefits of Find-me/Follow-me

- User defines who can find them
- Defines numbers to be tried
- Can reject call based on recorded name
- Controlled reachability!

Operation

- Option for callers: Leave voicemail or FM/FM
- Caller prompted for name
- System attempts to forward call to a series of phone numbers
 - e.g. Lab phone/Mobile phone/Home phone
- User receives message
- Call from "name". Do you want to take call?
- Accepts, or rejects call and caller sent to voicemail



```

graph TD
    Start([Incoming call - no answer]) --> Office{office}
    Office --> VMB[Voice Mail Box]
    Office --> FM{VoiceMail or Find Me? FM}
    FM --> TryCell{Try Cell}
    TryCell -- Answer --> VMB
    TryCell -- No reply --> TryHome{Try Home}
    TryHome -- Answer --> VMB
    TryHome -- No reply --> Decision{Do you want call from xxx?}
    Decision -- Yes --> User((User))
    Decision -- No --> VMB
    
```

IP Messaging

AUTO ATTENDANT

- › Provides Interactive Voice Response (IVR) services to callers
- › Can route callers to telephone numbers or mailboxes
- › Callers can be offered:
 - Dial-by-name directory assistance
 - Routing based on presenting choices to the caller
 - A selection of pre-recorded information messages
 - › E.g. Driving directions to a location or opening times
 - Voice Form mailbox so they can leave recorded information in response to specific Voice Form prompts
- › Unlimited number of auto attendants
 - Departmental auto attendants
 - Personal auto attendants

IP Telephony

IP Messaging

IP Conferencing

IP Contact Center

IP Mobility

IP Presence

IP Messaging

IP MESSAGING FEATURES

VOICE MAIL	EXECUTIVE ASSISTANT	UNIFIED MESSAGING
Multilingual	Find Me/Follow Me	Text to Speech (Option)
Auto Attendant	Voice Annotation	Voice Mail in Inbox
Call Return	Outdial from inbox	POP3 / IMAP4
Message Control	Personal Auto Attendant	Reply to e-mail via voice
Message Forwarding		FAX auto delivery
Distribution Lists	MANAGEMENT	FAX broadcast
Message Delivery		Personal Directory
Dial by Name	Web-based User Config.	Fwd email as FAX
Message Broadcast	Web-based Admin	FAX delivery guarantee
Message Notification		Exchange Integration
Multiple Greetings	REPORTING	Lotus Integration
Scheduled Greetings		Automatic Call Back
Networking - VPIM	Pre-Defined Reports	
MWI	Customized Reports	

IP Telephony

IP Messaging

IP Conferencing

IP Contact Center

IP Mobility

IP Presence



IP CONFERENCING

- IP Telephony
- IP Messaging
- IP Conferencing
- IP Contact Center
- IP Mobility
- IP Presence

IP Conferencing

- › Why IP?
 - Lower cost than telco conferencing services
 - › A service provider 8 party call lasting 1 hour might cost \$30-40*
 - › All internal users can connect to the conference for free
 - › External callers only pay standard PSTN tariffs – no premium rates
 - Web-based administration and self-service user interface
 - Secure – hosted and administered by corporate IT
- › Productivity benefits
 - Easy to set up and use
 - Promotes remote collaboration saving travel time and costs
 - Can enable faster problem resolution thru adhoc conferences
 - Enables click-to-conference services in desktop applications
 - Ensures disparate workgroups can be kept informed thru regular briefings

*Reference - MCI/Verizon Instant Meeting service – Nov 2006

9

IP Conferencing

IP CONFERENCING

IP Telephony

IP Messaging

IP Conferencing

IP Contact Center

IP Mobility

IP Presence

› When do you need the IP Conferencing module?

- Conference requirements of greater than six parties
 - › Easier for external callers to dial-in to a predetermined number
- Ability to provide dial-in to a conference bridge
- Requirement for “instant” conferences
 - › The conference participants are automatically called by the system
- Host or moderator controls required
 - › Host can mute, isolate or disconnect callers

Note:

- 6-way conference support is a standard feature of IP Telephony Module
- Set up from a user's phone

IP Telephony
on System i

6 parties in a
conference call ✓

10

IP Conferencing

IP CONFERENCING

IP Telephony

IP Messaging

IP Conferencing

IP Contact Center

IP Mobility

IP Presence

› Conference types supported

- **Scheduled**
 - › Resources booked for specific date and time
 - › Regular (e.g. weekly) meetings can easily be set up
 - › **Use:** Larger conference calls, project meetings, planning meetings, account reviews, training sessions, briefing sessions, etc
- **Adhoc or Meet me**
 - › Resources available on a first-come, first-served basis
 - › Conference ID's permanently active – can be used at any time
 - › **Use:** Smaller conference calls, adhoc project meetings, issue resolution meetings, quick update briefings
- **Instant**
 - › Resources shared with other Adhoc sessions
 - › Predefined list of participants called by the conference system
 - › Initiated by host
 - › **Use:** Emergency response teams, incident alert calls, escalation teams, etc.

11

IP Conferencing

Example user interface

Conference List

Conference 78888

Description:

Enter numeric conference name (in the range 78000-79999, do not include 0s) or leave it blank for automatically generated numeric conference name:

78016

Subject: Team Meeting

Max number of participants: 9

Media Type: ☒ Audio ☐ Video ☐ Desktop Sharing

Conference Control

Access Status:

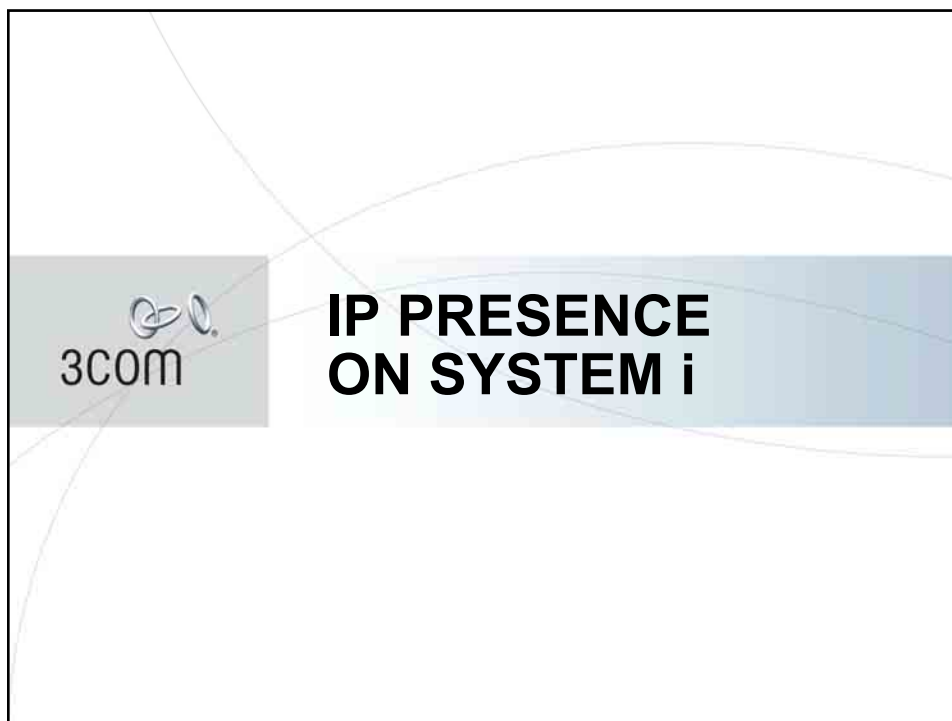
Participant Control

Participant	Audio Status	Audio Control	Video Status	Video Control	Name	Moderator?	Role	Disconnect
144243679@1.1.1.1	<input checked="" type="checkbox"/> Listen and Speak	Isolated	Isolated	Isolated	144243679	Owner	Update	<input checked="" type="button" value="Disconnect"/>
901628473302@1.1.1.1	<input checked="" type="checkbox"/> Listen and Speak	Isolated	Isolated	Isolated	901628473302	<input type="checkbox"/> yes	Update	<input checked="" type="button" value="Disconnect"/>
901628486059@1.1.1.1	<input checked="" type="checkbox"/> Listen and Speak	Isolated	Isolated	Isolated	901628486059	<input type="checkbox"/> yes	Update	<input checked="" type="button" value="Disconnect"/>

IP Conferencing

In-conference features

- Announcements
 - Person joining/leaving
 - End of conference warning
 - Conference full, conference locked
- Conference host controls
 - View the list of participants,
 - Mute/disconnect/place on hold
 - Prevent additional participants from joining
 - Extend the conference
- Participant control
 - Mute/unmute through DTMF tones
 - Hear role call of participants



IP Presence

PRESENCE MODULE

- › Integrates with the IP Telephony module
 - User database automatically populated
 - Communicates presence out to clients
- › To see presence you need a client
 - 3Com Convergence Client (today)
 - IBM Sametime (planned)
 - Microsoft Communicator (planned)
- › Most clients enable
 - Click-to-call – voice and video
 - Drag-to-conference
 - Instant Messaging
 - Web conferencing

15

PRESENCE MODULE

IP Telephony
IP Messaging
IP Conferencing
IP Contact Center
IP Mobility
IP Presence

IP Presence

- Presence can be controlled (example 3Com client)
 - From your client you can set your presence indication to show
 - Offline
 - Online
 - Busy
 - Meal
 - On a call
 - User can control if another user can ever sees their presence

Address	Firstname	Lastname	Current Status	New Status	
rip:1442432679@1.1.1.1	Mike	Valiant	denied	denied	
rip:1442433007@1.1.1.1	Dion	Hussey	allowed	allowed	
rip:1442433069@1.1.1.1	Billy	Turnbull	allowed	allowed	
rip:1442433407@1.1.1.1	Steve	Devery	denied	denied	
rip:1442433665@1.1.1.1	Nick	Williams	allowed	allowed	

Allowed

Denied

3COM CONVERGENCE CLIENT

IP Presence

- Availability Controls
- Presence & Call
- Phone Control
- Media Control
- Voicemail

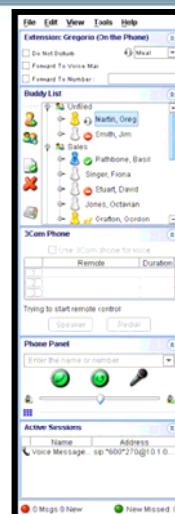
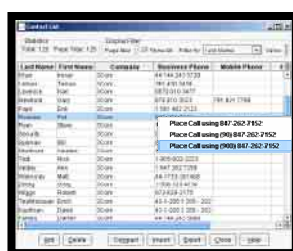
> Contact List

- > Import from CSV
- > Create contacts
- > Multiple nos.
- > Buddy or not
- > Dial direct from contact list

COMPANION PHONE

IP Presence

- › Enables Convergence Client to control phone
 - Initiate call on convergence client
 - Use hard phone for call
 - Dial from contact list and call logs



18

IP MOBILITY

IP Mobility

IP Mobility can be enabled in 4 ways:

- › Phone log in/log out
 - Users can “hot desk” in any office within the enterprise and log in on any phone
- › WiFi or WiFi/Cell phone within offices
 - Roam around offices equipped with WiFi networks
- › Laptop and soft phone
 - Make and receive calls from anywhere with an IP connection
 - VPN from home, WiFi hotspot, or any place with internet access
- › Provide internet access for remote phones
 - IP Telecommuting* module provide secure access from internet
 - SIP phones can be on home or in remote office



*Requires separate Series X server

20

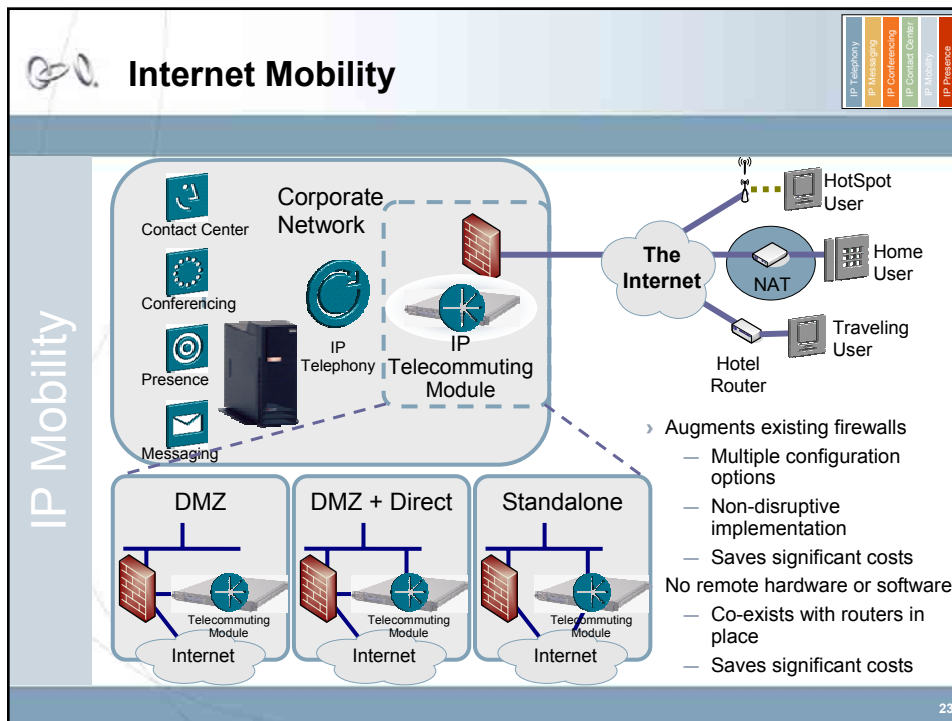
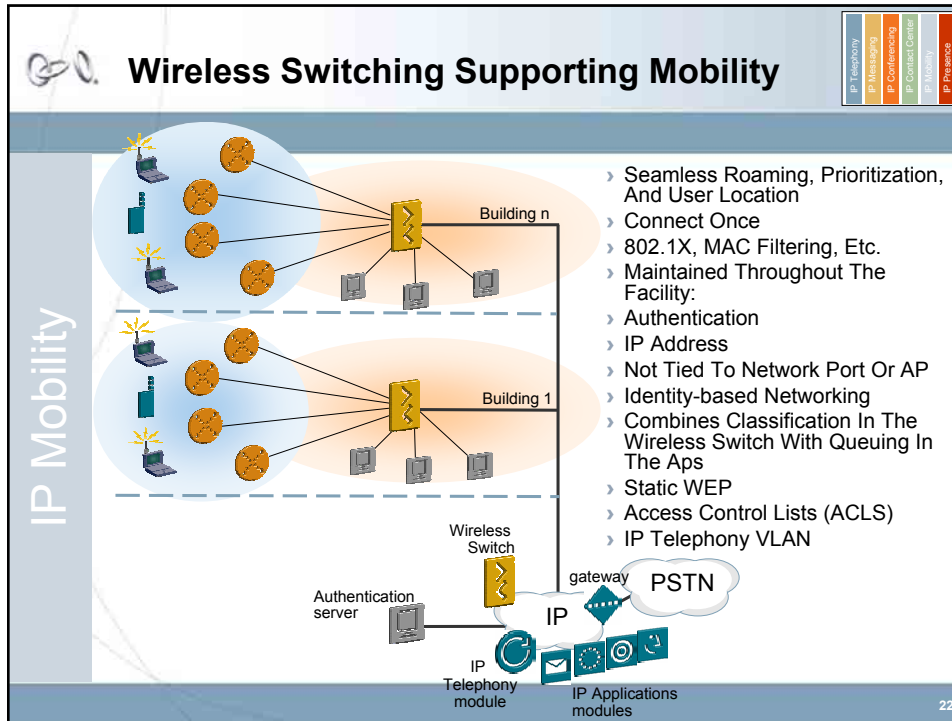
3108 Wireless Phone



IP Mobility

- › A SIP compliant phone for IP Telephony on System i
- › The look and feel users want
 - Flip phone form factor – cell phone style user interface
 - 58% of cell phone users prefer flip phone (ITU study)
 - Polished look and feel
- › Quality color display (1.8 inch TFT)
- › Works on multiple generations of APs (802.11 b/g capable)
- › Secure connectivity with seamless roaming between access points
 - WPA2 and WMM compliant
- › Easy integration
 - Embedded site survey tool



21



ISV Solution Soft Attendant Console

VistaPoint Console Companion™

www.ignetsolutions.com



iQ's Console Companion

- › Operator services are important to many organizations
 - May be first contact a caller will have with a company
 - Operators must handle calls efficiently
 - Provide simple information to callers (e.g driving directions)
 - Opportunity to consolidate operators into single location
- › Can be installed as...
 - Stand-Alone Console
 - Multiple Operators w/Hunt Groups
 - Centralized Attendant Services
 - Tennant Applications
- › Coexists with MS Office™ Applications
- › Support dual screen operation
 - Call handling and extension status can be on separate screens



Call List for 4049

Status	Origin	Destination	Type	Caller ID	Caller name	Time
offering conference	internal	internal		4049	John Miller	00:00
conference			conference	1315	Reception_Sue	01:40
conference			conference	4018	Stephen Young	02:00
conference			conference	4024	Ken Brownson	01:41

Conference 1

Participant	Role
Reception_Sue	Agusta
Stephen Young	Demo Room_2
Ken Brownson	Demo Room_1
Ray Ryan	Executive

Extensions for Engineering

Extension	Name	Title	Location
1315	Reception_Sue	Agusta	In office until 1:30PM today
1402	Scott Johnson	Cust Support	In the office all day
1554	Renee Linn	Agusta	Working in the lab
1555	Brian Butcher	QA Lab	In the office all day
4002	Ryan Barker	Engineering	10/19/2005 6:55 AM in meetings until 1:00PM
4009	Jim Cramel	Engineering	
4018	Stephen Young	Demo Room_2	Attending conf in LA until Wednesday
4024	Ken Brownson	Demo Room_1	In the office until Noon
4036	Ray Ryan	Executive	CPS FWD
4038	Howard Barnes	QA Lab	In the office until Noon today
4049	John Miller	Engineering	10/19/2005 12:02 PM in a meeting until 1:00PM

Call List for 4049

Status	Origin	Destination	Type	Caller ID	Caller name	Time
conference				4049	Ray Ryan	

Conference 5

Participant	Role
John Miller	Manager
Ray Ryan	Manager

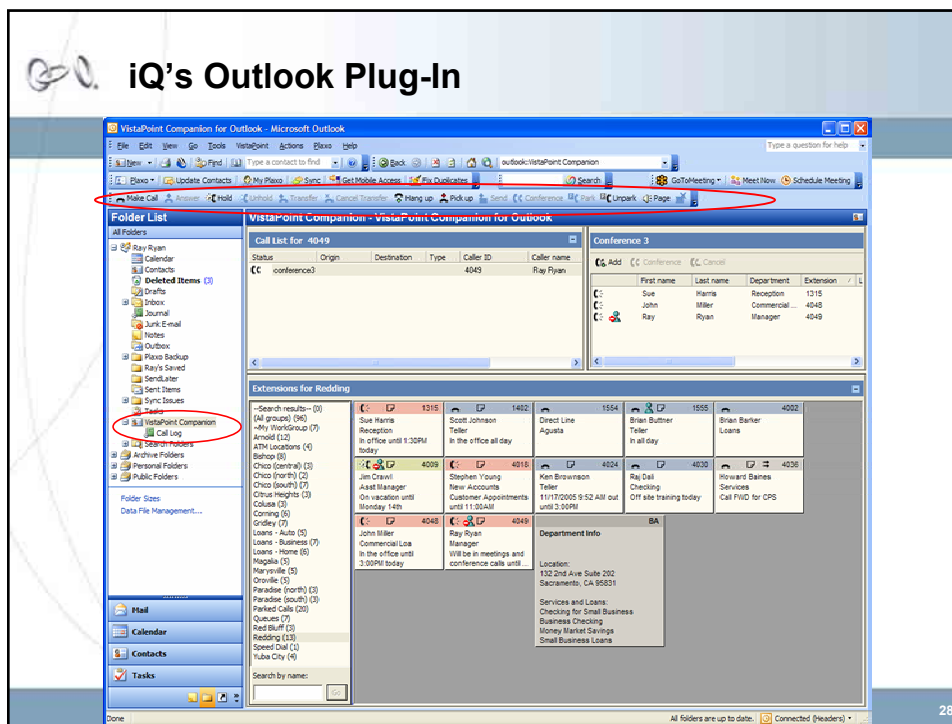
Extensions for Engineering

Extension	Name	Title	Location
1402	Direct Line	Agusta	
1554	Brian Butcher	Teller	
1555	Brian Butcher	Teller	
4002	Brian Barker	Loans	
4009	Jim Cramel	Asst Manager	On vacation until Monday 14th
4018	Stephen Young	New Accounts	Customer Appointments until 11:00AM
4024	Ken Brownson	Teller	11/17/2005 9:52 AM out until 3:00PM
4036	Ray Ryan	Manager	
4038	Howard Barnes	Services	In the office until 3:00PM today
4049	John Miller	Commercial Lo	


Annotations:

- Detailed view of all calls being processed. Drag and Drop onto any Cell to transfer caller
- Conference window displays active participants. Drag & Drop Cells to add others to the conference call
- Cells display real-time aggregated presence and provides access to modify extension's settings
- Fully configurable BLF Groups.

iQ's Outlook Plug-In



IP Contact Center



IP CALL CENTER

IP Telephony

IP Messaging

IP Conferencing

IP Contact Center

IP Mobility

IP Presence

- › Inbound Call Center Application
 - Planned General Availability : Q2 2007
- › Typical Inbound Call Center applications
 - Internal sales teams
 - Help desks
 - Support centers
 - Customer service centers
 - Telemarketing response lines
 - Incident response centers
 - Order entry teams
 - Any requirement to route calls to a team of agents with
 - › Application integration
 - › Supervisor and monitoring functions



IP Contact Center



IP CALL CENTER

IP Telephony

IP Messaging

IP Conferencing

IP Contact Center

IP Mobility

IP Presence

Benefits of a Call Center?

- Integrates with other applications to provide “screen pops”
- Enables high quality customer interactions based on contact and business history
- Manages calls into teams based on client value, skills and availability
- Collects customer data and provides in-queue information to callers
- Provides supervisor functions to monitor overall call center efficiency and individual agent performance
- Delivers comprehensive reports for management and analysis



IP CALL CENTER

IP Telephony

IP Messaging

IP Conferencing

IP Contact Center

IP Mobility

IP Presence

IP Contact Center

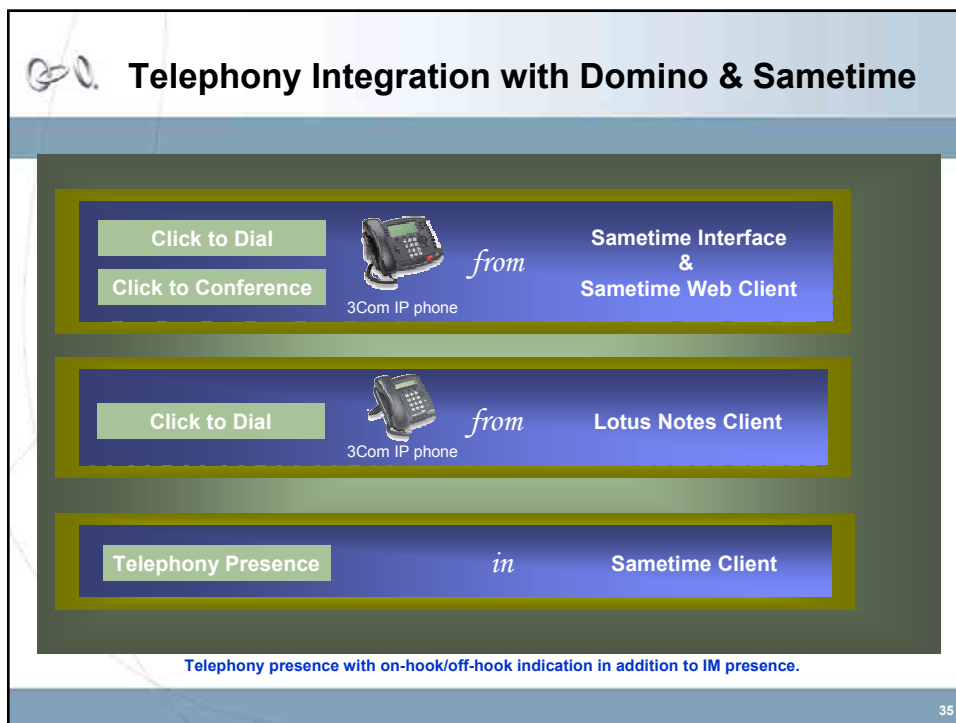
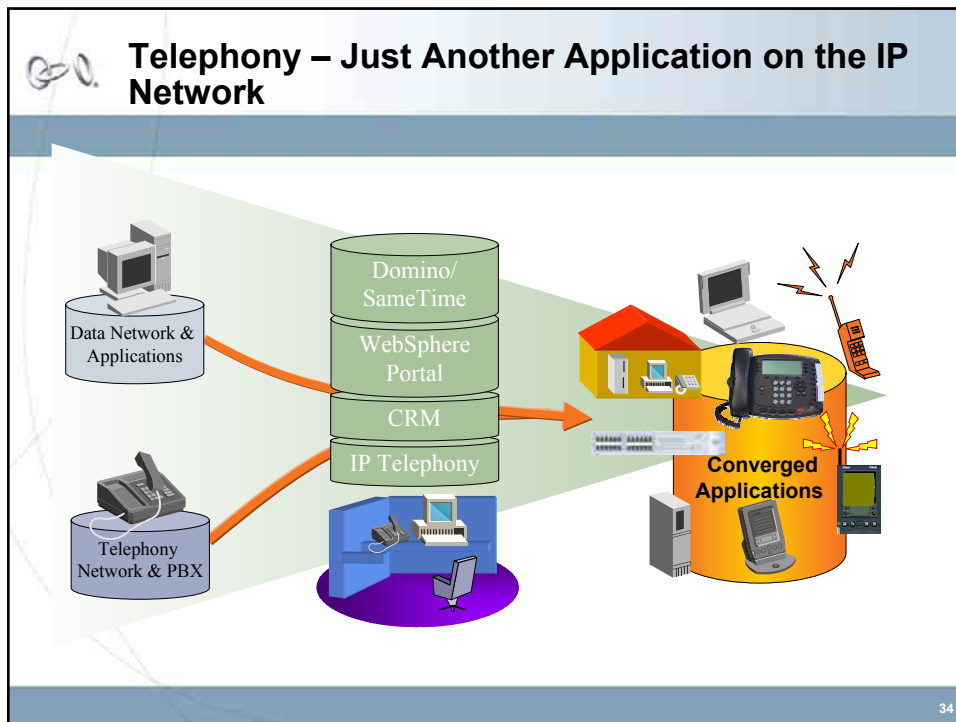
Key Features

- Called/caller ID routing options
- Skills based routing
- Information retrieval from a CRM or External Database
- Real-time monitoring capabilities
- Graphical historical report generation
- Easy to use Agent workstation application

32

Application Integration API's

Planned General Availability: Q2 2007



Unified Messaging with Domino

- › Domino as a message store for voice mail, email and fax
- › Review, forward and manage voice mail from Lotus Notes desktop and web clients
- › Synchronize message waiting indicators between phones, messaging services and Domino servers
- › Enable remote workers to immediately receive voice messages without having to dial into the server



Unified Inbox

Date ^	Time	Subject ^
22/11/2006	15:43	FAX message from 8
22/11/2006	15:42	Voice message from
22/11/2006	15:42	Voice message from
22/11/2006	15:41	FAX message from 0
22/11/2006	14:45	Re: Information on h.
22/11/2006	14:11	CMA Survey & Confes

36

Directory Synchronization

Automatic synchronization
between Domino and
3Com IP telephony

**Domino is single point of
personnel management**

Automatic synchronization
between System i LDAP
server and Telephony Apps

37

Telephony API SDK –

3Com Telephony Software Development Kit

- › Allow ISVs to integrate with telephony applications
- › Call control and phone configuration capabilities with service oriented web services API (HTTPS, XML, SOAP)
- › Sample applications in various languages and developer documentation

› Call Control Functions:

- Make a Call
- Put a Call on Hold
- Disconnect a Call
- Transfer a Call
- Add party to a conference call

› Phone configuration functions:

- Set/Clear Do Not Disturb
- Set/Clear Forward to Voicemail
- Call Forward Busy/Ring No Answer/Universal
- Hunt group login/logout
- Mute phone

38

ISV IP Telephony Integration – 3Com ON Program Process- 4 Steps to Success

Join the 3Com|ON™ Program (Step 1)

- ISVs will be asked to sign up with the 3Com Open Network Program (Free)
- The SDK will be available to all partners who sign on (when GA – Q2 2007)
 - Beta SDK will be provided only to Top 5 and First 5
- This is the first step towards telephony integration where the partner can perform the integration using their own resources

Apply for Premium Membership (Step 2)

- Partners will be able to apply for Premium membership which can provide:
 - ✓Joint Marketing ✓Business Development/Leads ✓Technical Support
- There is a fee for Premium Membership
- Before a partner is accepted for Premium Status:
 - 3Com|ON will send the application information back to IBM who in turn will assist in prioritizing if the partner should be included and the priority of the application.

R

39

System i Requirements & Implementation

IP Telephony Suite running on System i5

Single System i

LPAR#1

IPT & IPM
(Primary)

LPAR#2

IPT & IPM
(Secondary)

LPAR#3

IPC & IPP

System i server

Key prerequisites:

System i5™ models

520
550
570
595

i5/OS™

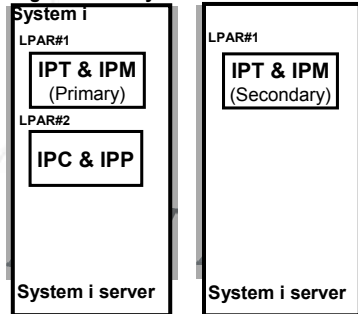
V5R3
V5R4

- › IP Telephony and IP Messaging can run in the same LPAR
- › These applications always require two LPARs
 - Active and backup
- › Optional: LPAR for IP Conferencing and Presence
 - No redundancy
 - Each IP Conferencing and Presence service instance is independent and serves a subset of enterprise users

IPT = IP Telephony
 IPM = IP Messaging
 IPC = IP Conference
 IPP = IP Presence

IP Telephony Suite running on System i5 - HA

High Availability with Redundant



IPT = IP Telephony
IPM = IP Messaging
IPC = IP Conference
IPP = IP Presence

- Geographical redundancy possible by running IP Telephony and IP Messaging on separate platforms
 - Active and backup
- Optional: LPAR for IP Conferencing and Presence

*Example workload for 500 users:

- IP Telephony - 850 CPW
 - medium usage
- IP Conferencing - 1250 CPW
 - 50 simultaneous users

*See IP Telephony on System i Guidelines for full details of workload, disk and memory

42

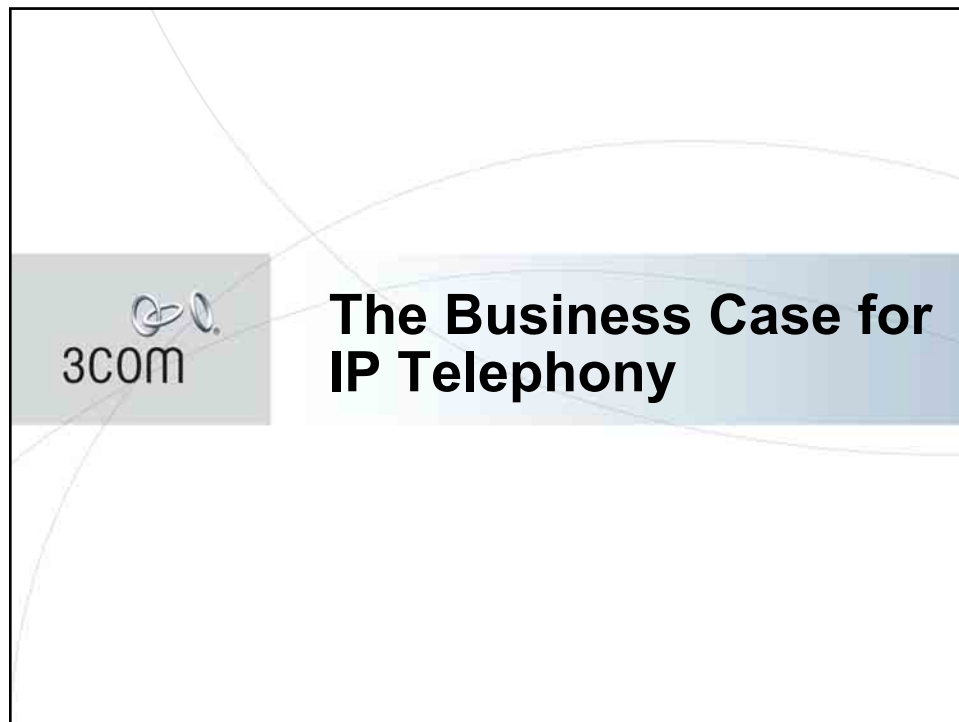
System i IP Telephony Express Packages

Eight new 520 Telephony Express packages

Telephony Express HA ⁿⁿⁿ Pair of systems (primary & secondary)	Telephony Express ⁿⁿⁿ Single primary system (assumes an existing machine for secondary)
4 packages for 9406-520: 100 users 1-way primary & 1-way secondary 250 users 1-way primary & 1-way secondary 500 users 1-way primary & 1-way secondary 1000 users 1/2-way primary & 1/2-way secondary	4 packages for 9406-520: 100 users 1-way primary 250 users 1-way primary 500 users 1-way primary 1000 users 1/2-way primary
Includes base (no-charge) hardware & software (for each machine) <ul style="list-style-type: none"> 1-2 GB memory 1-2 70GB disk drive 1 DVD-ROM drive IBM software as in Standard Edition Specified 3COM IP Telephony software 	Includes base (no-charge) hardware & software <ul style="list-style-type: none"> 1-2 GB memory 1-2 70GB disk drive 1 DVD-ROM drive IBM software as in Standard Edition Specified 3COM IP Telephony software (subset)

* Until the announce is formally announced via IBM announcement letter, this planning information is subject to change and does not provide an implicit or implied promise IBM will deliver the material described in this presentation. Announcements will also vary by country.

43



IP Telephony delivers on cost and productivity

The diagram illustrates the transition from traditional telephony to IP telephony. On the left, a man in a white shirt and tie points to a chalkboard filled with a complex, tangled network of lines and icons representing traditional telephony. A large green arrow points to the right, where another man in a white shirt and tie stands next to a chalkboard showing a simplified diagram. This diagram features a central box labeled "SYSTEM L" connected to three other boxes labeled "SIP", "H.323", and "SIP BUSINESS".

IBM

Moving from Traditional to IP Telephony can deliver significant benefits

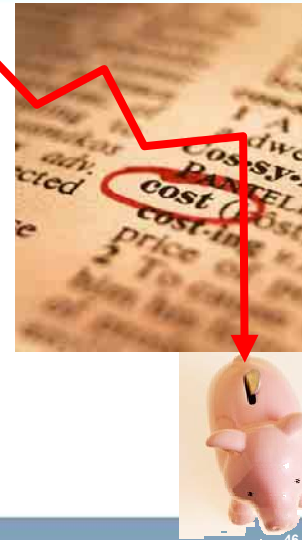
- Reduced costs associated with long distance, voice mail, and conferencing
- Simplified administration
- Reduced construction and maintenance
- Increased employee productivity
- Improved customer service

45

IP Telephony on System i - Benefits To The Bottom Line

1. Reduces Costs

- Lowers support costs with centralized multi-site administration and management - integrated with enterprise data infrastructure
- Uses the network for inter-site calls and enables consolidation of external telecommunications services.
- Removes need for expensive administration of moves, adds and changes to traditional PBX and reduces maintenance costs



IP Telephony on System i - Benefits To The Bottom Line

2. Increases Productivity

- Provides enhanced communications capabilities by using multiple media types and new user interfaces
- Makes user experience consistent, obvious & intuitive delivering productivity gains
- Mobility options provide more employee flexibility
- Converged communication applications speed connections





IP Telephony on System i - Benefits To The Bottom Line

- › 3. Improves Operational Effectiveness
 - Enables business process re-engineering leveraging application and communications integration
 - Make application integration less complex by using open standards



48



Making it real: Mid-Market Banking Example*

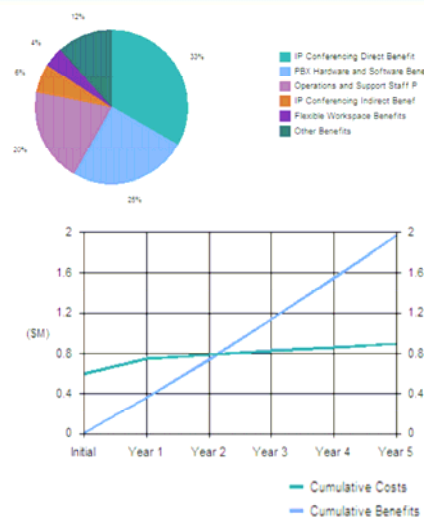
500 Employee US Bank with 12 branches

› Savings may include:

- Reduced telephony costs:
 - › \$654,000 in Toll and Conferencing
 - › \$487,000 in PBX HW & SW
- Significant productivity improvements:
 - › \$394,000 Operations / Productivity
 - › \$118,000 in Conferencing benefits
 - › \$83,000 Flexible workplace benefits
 - › \$227,820 "Other Benefits"
 - Ex: simplified dialing plans, flex call forwarding

- › The time to value for this solution can be as short as 26 months with a per year savings of \$370,000 / year yielding an ROI of 119%

*Sample output from the 3Com IP Telephony ROI Analyst Tool™



49

Making it real: UK Retail Example*

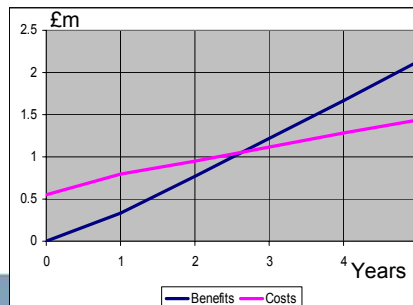
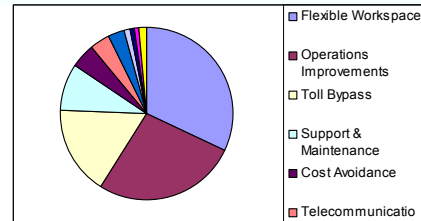
800 Employee Retailer with 12 stores

Savings may include:

- Reduced telephony costs over 5 years: :
 - › £378,000 in Toll and Conferencing
 - › £189,000 in PBX HW & SW maintenance
- Significant benefits over 5 years:
 - › £677,000 from flexible workspace
 - › £573,000 in operations improvements
 - › £16,000 in "Other Benefits"
 - Ex: simplified dialing plans, flex call forwarding

- › The time to value for this solution is around 32 months with an ROI of 48%

*Sample output from the 3Com IP Telephony ROI Analyst Tool™



Summary

- › IP Telephony Suite on System i delivers a unique proposition to the System i customer:
 - Offers the System i benefits of simplicity, reliability, integration, vertical growth and security for IP Telephony
 - 3Com IP Telephony offer High Availability through replicated, redundant configuration
 - Enables the migration to multimedia IP Communications with presence
 - Integrates with compatible Session Initiation Protocol (SIP)-based applications and devices
 - Allow simple application integration through web services
 - Economically expand telephony services to multiple sites
 - Ensure business continuity

