



PRESENTS

NETWORLD INTEROP

an INTEROP event

Broadband Centrex

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September 13, 3:30p



Overview:

- Call control and applications functionality can reside anywhere on the broadband network
- Network service providers and application service providers (ASPs) can offer new applications that turn the phone into a voice portal
- eliminate the need for enterprises to implement premises-based call servers
- This session examines the utility, economics and promise of IP Centrex

Computer Telephony Magazine

interview with Fred Harris, Sprint VP Network Design

- **We're in this business to make money, not to be advocates for a technology.**
- Long-term value will be in cross-platform applications that truly combine the capabilities of various network services.
- Two areas where these sorts of converged apps can be developed are in merging managed IP offerings with the Internet and enterprise VoIP with public network infrastructure.

Who is driving converged services?

- Information Intense Communicators want...
 - Presence
 - Mobility
 - Configurability
 - Multi-level communications



Subscriber communications appliances



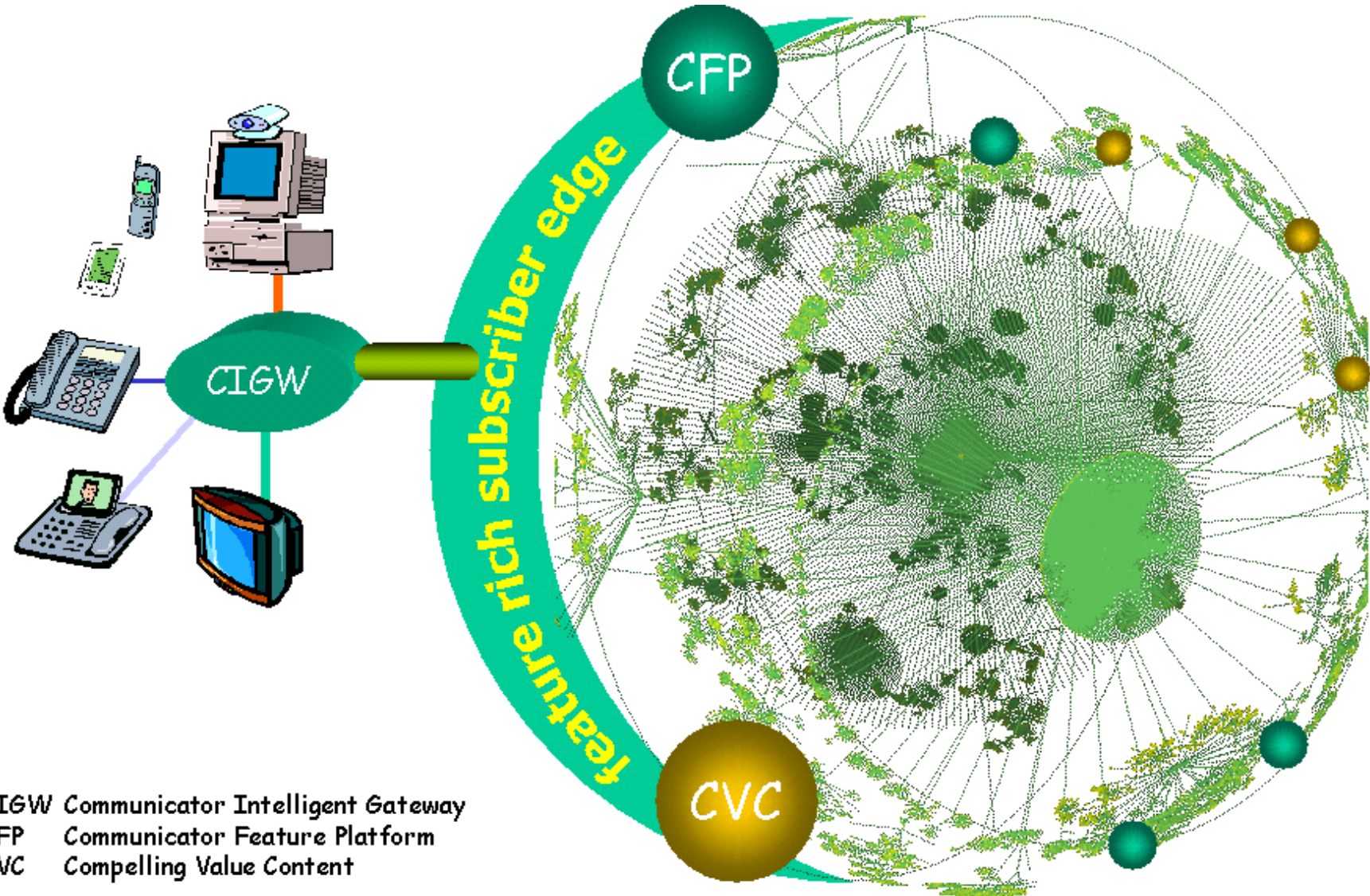
- ❖ Information intense communicators what to be able to use communications resources that adapt to their location and communications requirements.
- ❖ CLASS telephone and PC logically delivering integrated communications with a graphical call manager,
- ❖ Ether-phone with a screen that adapts to communicator's needs during the call
- ❖ PDA and cell phone integrated into a communications interface with logical association to communicator's primary address
- ❖ Rich subscriber feature set that delivers services to all the portal devices an information intense communicator uses.

TELE-COSM

George Gilder

- “...a new paradigm. At the core of the net, software will harden. An all- optical fibersphere, mostly devoid of software intelligence will prevail. On the edge of the network,...hardware will soften.”
- “...new software based on adaptable processors will prevail...”
- “...intelligence, distributed around the end points of the network, will take control.”

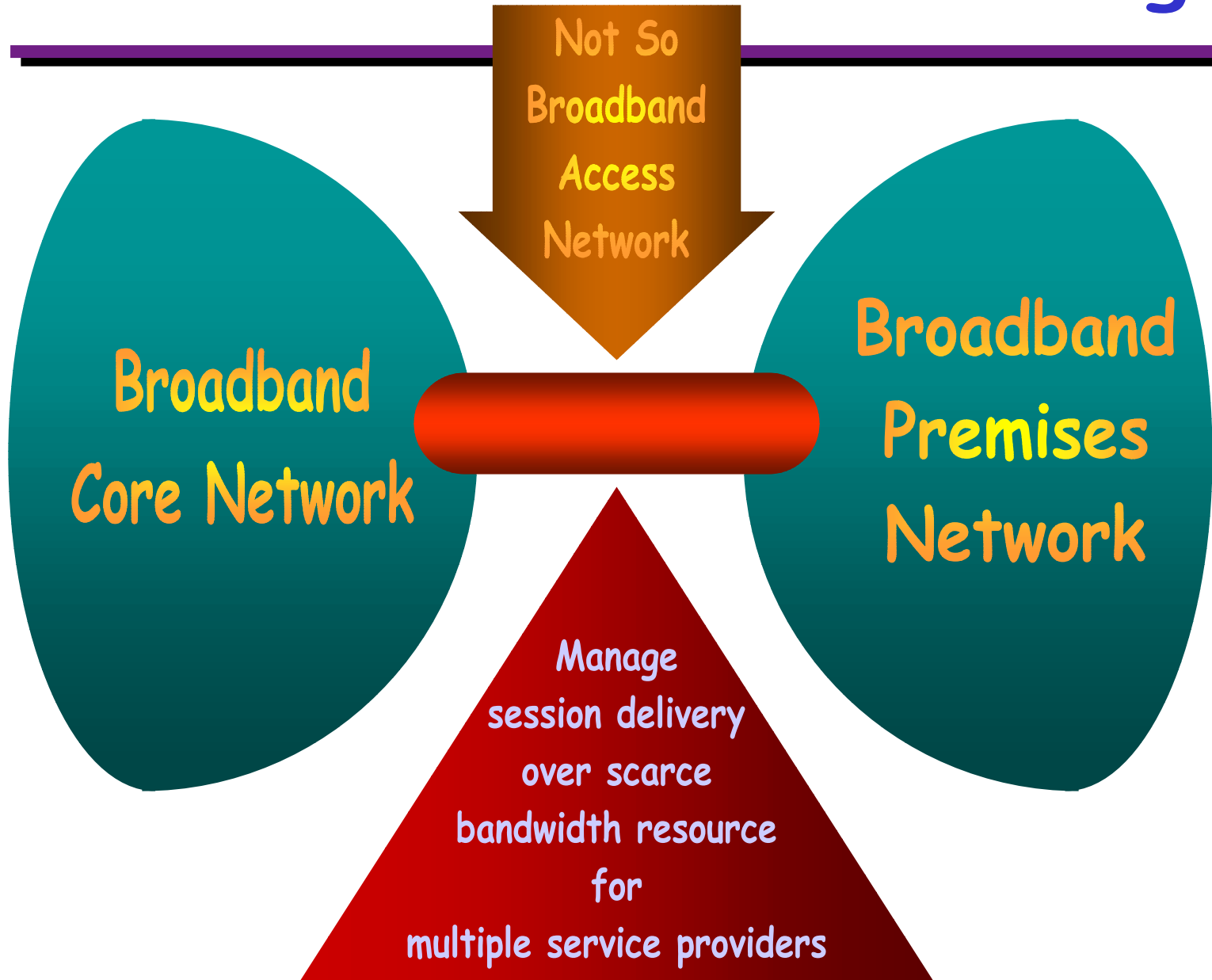
Multiservice Broadband Network



Broadband Centrex Challenge

Information & Content

Human interface appliance



Broadband Centex Point-Click Session Management Interface

The screenshot shows a web browser window titled "SphericalX - ActiveX Control Demo - Microsoft Internet Explorer". The address bar shows "C:\V3\SphericalX\Demo\Demo.html". The page content is for "Astro Computer Supplies Inc. Sales and Order Processing".

Service Provider Branding: A purple speech bubble points to the "Multiservice Broadband Network" logo in the top left corner.

Web Provider Branding: A purple speech bubble points to the "Astro Computer Supplies Inc." header.

Video Telephony Window: A green speech bubble points to a video window showing a man's face, with a "Network" status bar below it.

Audio Telephony Window: A green speech bubble points to a window showing "Spherical Extension 4216 In service" and "SPHERECOM 1256327718 Connected 01:26".

Account Information:

Customer's Address	Account Details
Michael Kergezou Sphere Communications Ltd Power House The Street Old Basing Hampshire RG24 7BY +44(1256)327718	Number: 89769120 Creation Date: 5-feb-2000

Order History:

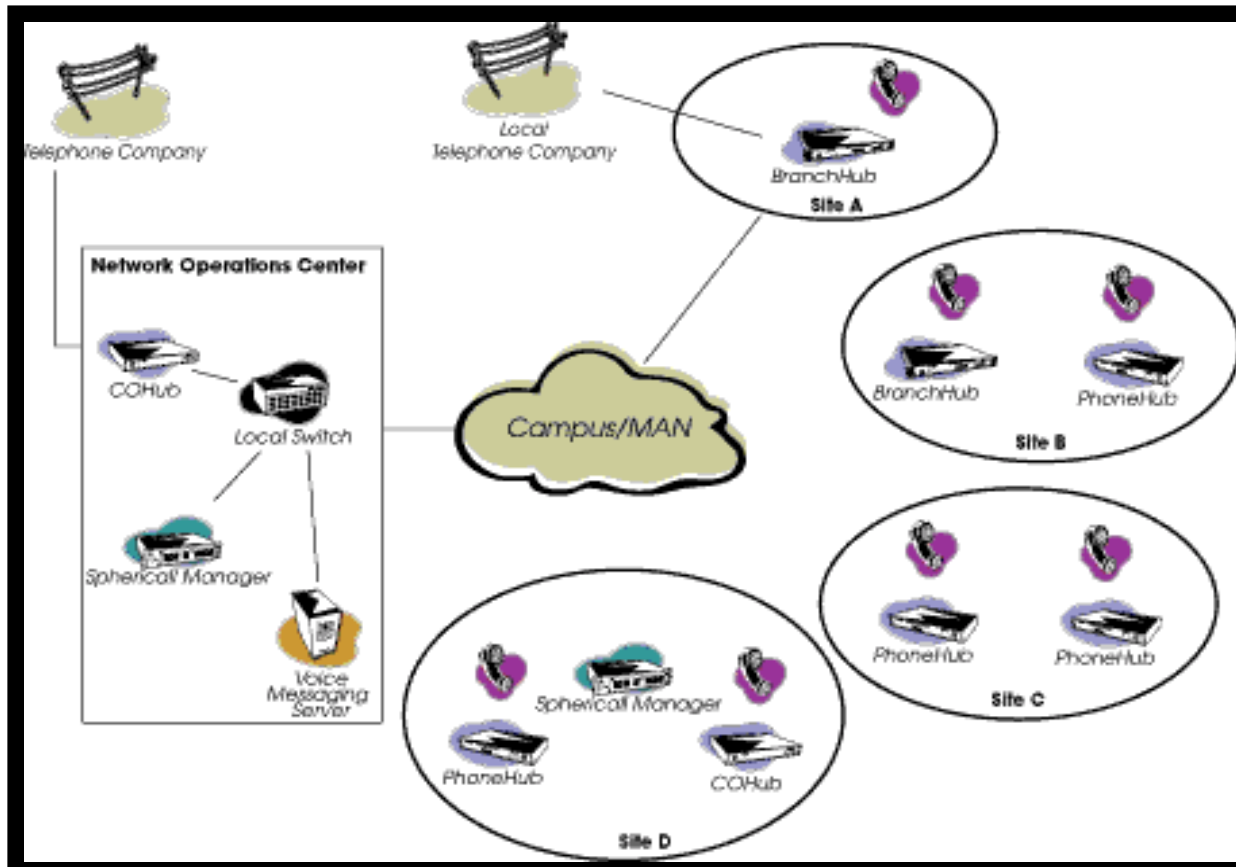
Date	Description	Amount	Status
6-jun-2000	3 x PC Mainboard	\$182.25	Completed
18-sep-2000	2 IBM Hard Drives + PC Case	\$347.80	Completed
24-nov-2000	17" LG Monitor	\$175.00	Completed
8-jan-2001	HP Procurve 2424M Switch	\$1180.15	Waiting Stock

Web & Application Window: A blue speech bubble points to the bottom navigation area containing buttons for "New Order", "Change Customer's Details", and "Order Tracking".

Broadband ASP Compelling Value

- Support valuable legacy services
 - CLASS – CID, Multi-party conferencing, etc.
 - Enterprise telecommunications – Call Center, IVR, Auto Attendant, etc.
- Deliver new services
 - Presence - Instant messaging
 - Mobility
 - Transparently support multiple communications devices
 - Transparently manage multiple media types per communications session
 - Video, voice, application sharing, etc

Broadband Centrex Options



- School Systems
- CLECs
- City Governments
- Government Agencies
- NATO
- International Companies

Telecommunications Services, Video Telephony, Unified Messaging, Mobility, Graphical Call Management, etc.

Compelling economics

- Greater Wallet Share
 - Service capture
 - Long term SLAs
 - Less Churn
 - New service offerings
- Improving Margin
 - Lower Cap Ex
 - Lower daily operating cost
 - Simpler MAC
 - Easier CRM

The broadband challenge

“a glut of bandwidth means a dearth of connectivity”

“Today the crucial bottleneck in the global network is last mile access, last mile connections to homes and offices”

Gilder Technology Report March 2001