



PRESENTS

NETWORLD INTEROP



Beyond Web collaboration and chat: New customer services on converged IP networks

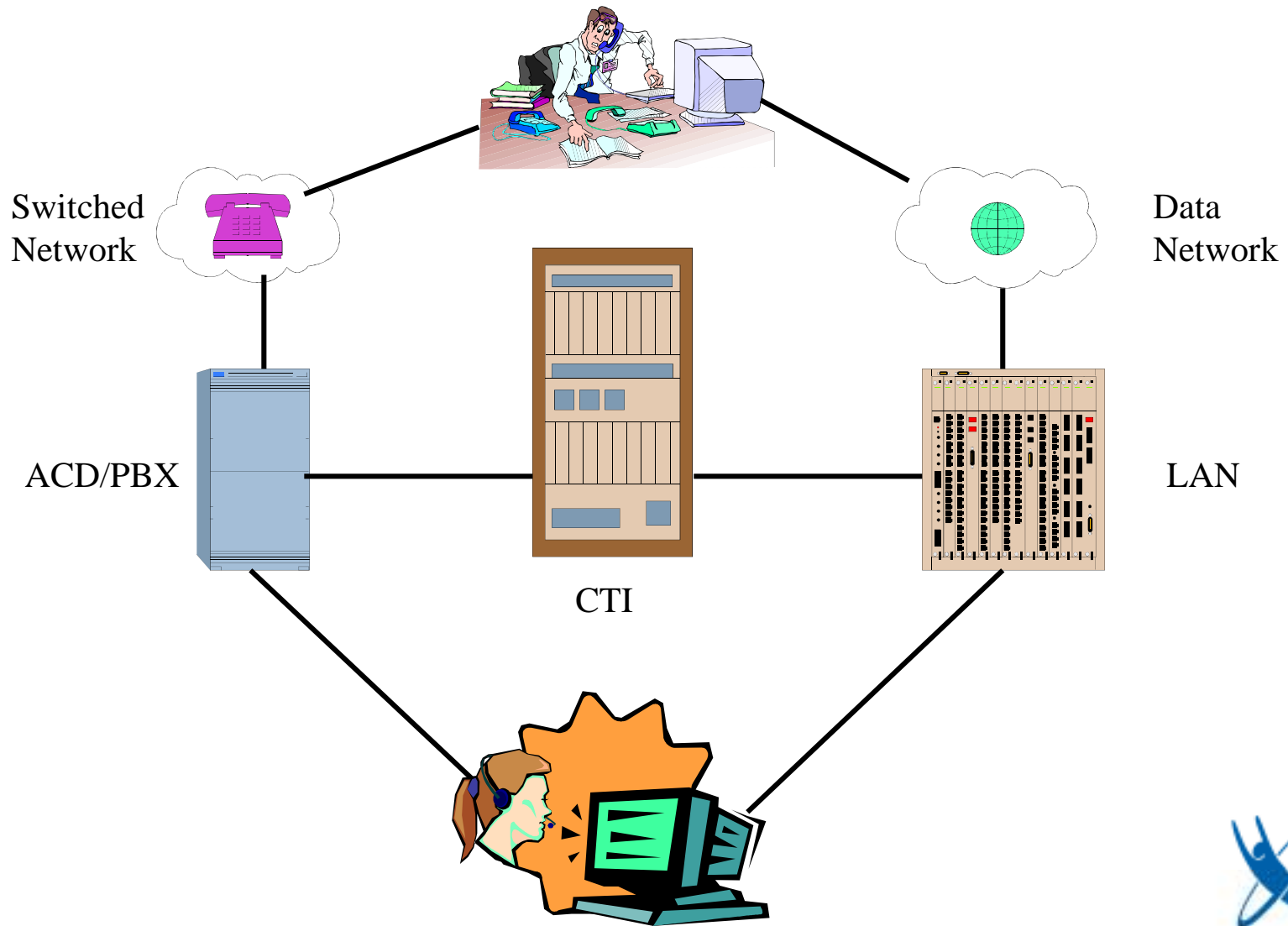
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Current Solution: Mixed Networks



Current Solution - Networks Connected via CTI

- CTI (Computer Telephony Interface) technologies coordinate voice and data networks
- Result: new value delivered to companies and their customers:
 - Customer value (service/convenience)
 - Personalization (automatic customer profile access)
 - Security (authorized phone #s)
 - Prioritization (“gold” customer service)
 - Company value (ROI)
 - Efficiency in operation
 - Quality control
 - Decision support information

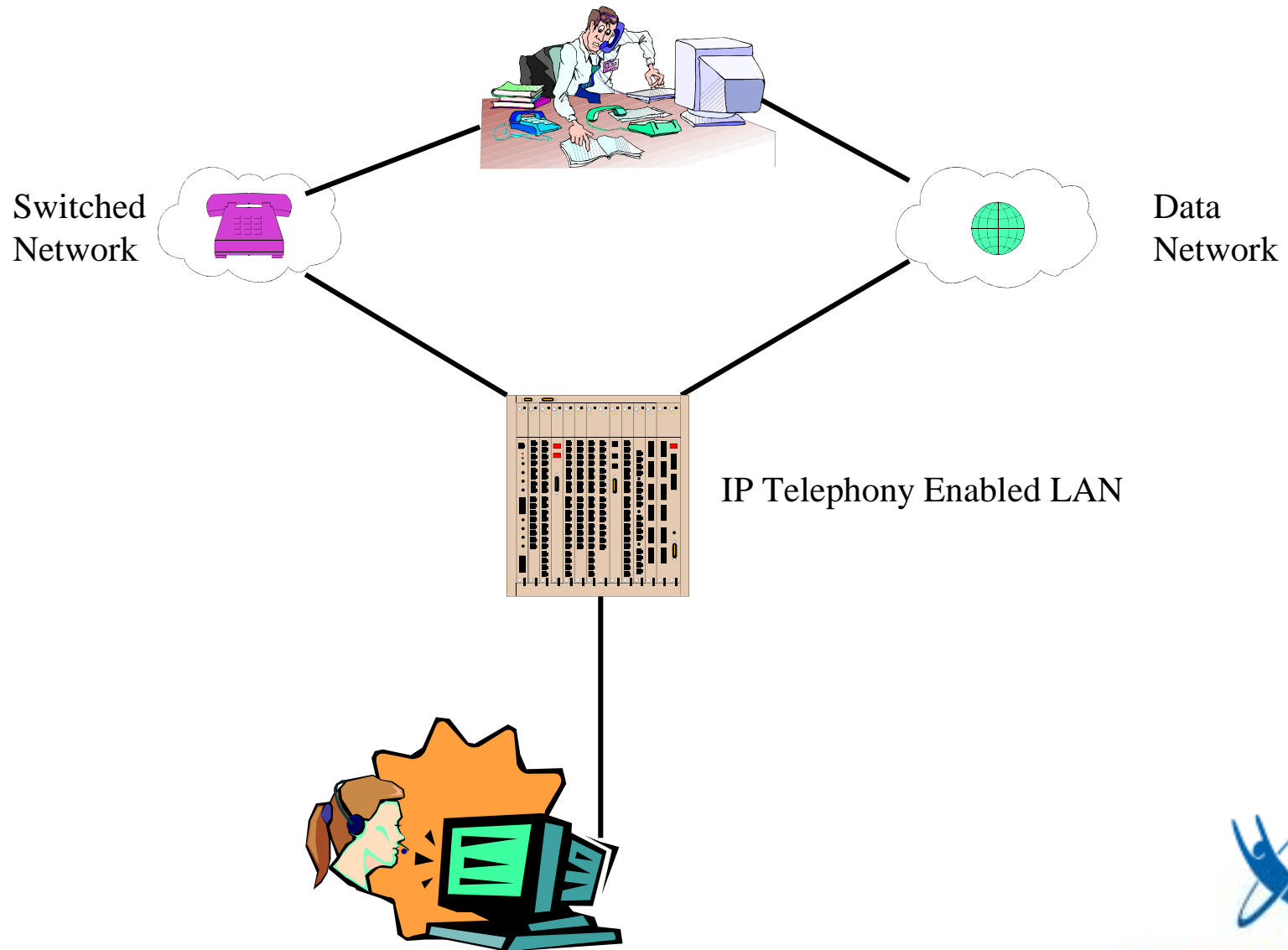


Current Solution - Exploiting CTI

- Next step: Multi-channel Access
- CTI enables CRM applications to support multiple customer communication channels
 - Web, e-mail, chat
- Better Integration, but delivers Same Benefits as Mixed Networks
 - Customer value (service/convenience)
 - Company value (ROI)



New Solution: The Converged Network



Business Case Issues for Converged Nets

- Focus has been on company value (ROI)
 - TCO savings over separate (redundant) networks
 - Lower operating costs (e.g., toll bypass)
- But cost alone isn't compelling...
 - Operations cost savings are hard to justify in current "free-fall" of telecom service costs
 - It takes money to save money: Gartner group study estimates that to take advantage of voice and data convergence, more than 70% of enterprises will have to replace more than **two-thirds** of their IT infrastructure.



Justifying Converged Implementation

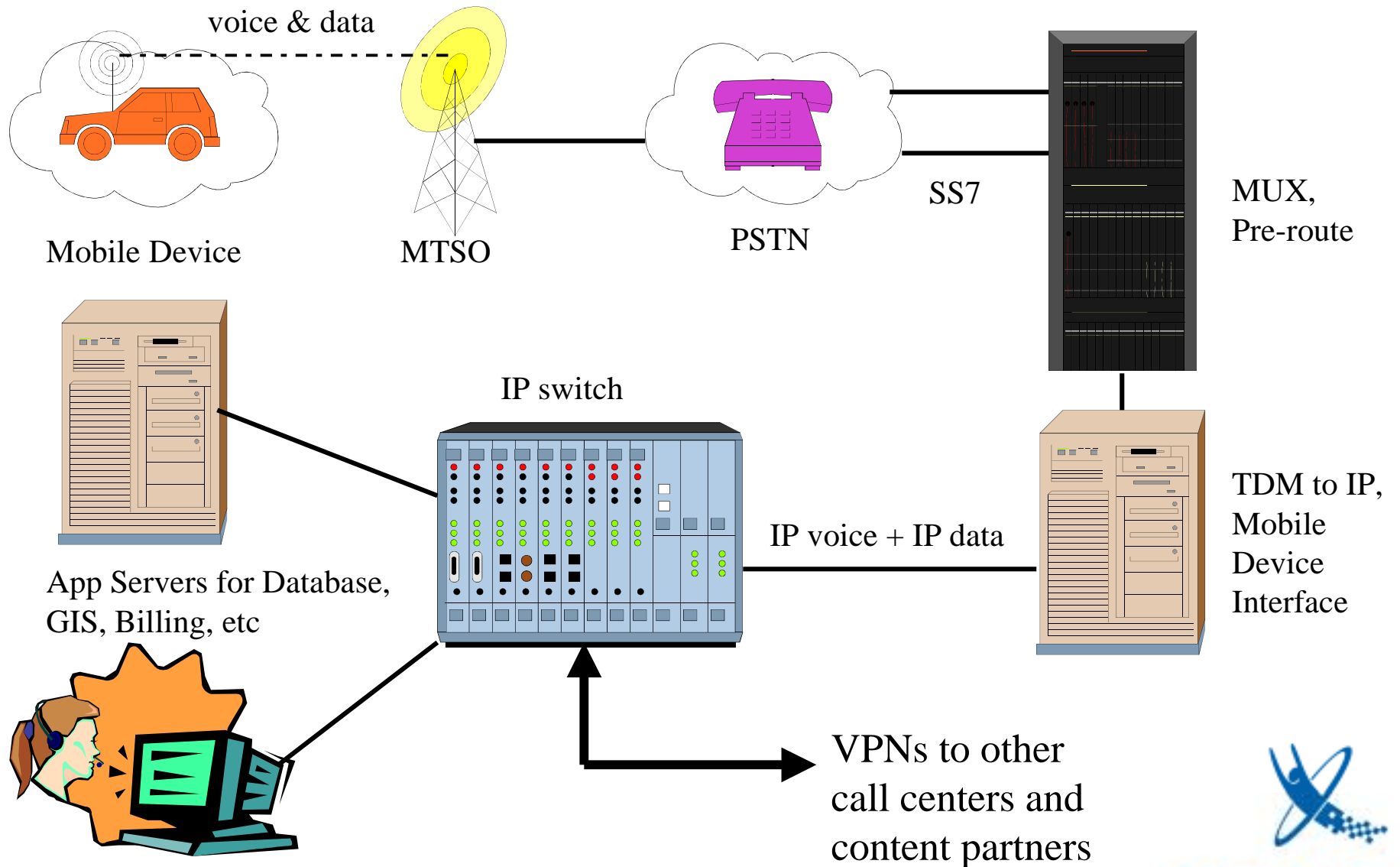
- To be compelling, the business case must include new and differentiating service offerings to justify the investment
 - What is the new customer value?
 - What is the new company value?
- Another big factor: reducing or eliminating displacement costs of existing infrastructure

Good Fit: Location services (Telematics)

- Telematics services possess some specific requirements that makes a converged network solution desirable:
 - Emergency call handling mandates redundant centers
 - Communication channel to remote device is inherently converged (data within voice channel)
 - New category of service and new providers allows for “green field” development of service centers
 - Expectation to grow and add content and service provider “eco-systems”
- One such system has been implemented for AAA’s telematics service center



Converged Network for Location Services



Checklist for making the move

- New services deliver more than cost savings
- Additional services with revenue potential can be implemented
- Implementation can be defined that minimizes disruption of current operations
- Partners will actively transfer knowledge/expertise and are willing to share risks