

### Making Economic Sense of Hybrid IP and Digital Deployments.

“We moved to the Mitel 3300 UC solution for a number of reasons, we needed to upgrade our existing Automated Call Distribution (ACD) and upgrading our existing TDM system was cost prohibitive. As well, our sales force wanted to be in closer touch with their clients, so the Teleworker, Mobile Extension & Hot Desking features of the system were very attractive to us. We also needed to implement more effective call recording; this was very easy and cost effective with the Mitel system”. said the IT Director, Large Financial Institution. The challenge was that the firm had decided they wanted to roll out IP Telephony gradually with a total of 40 IP telephony handsets on three different floors. Converging their voice onto the data network was too expensive, too complex and ripping and replacing the LAN was not an option. “We couldn’t endure the costs or disruption to our offices to get there, it was a real challenge” said the IT Director. It was then that he turned to Phybridge for a solution to migrate users seamlessly and without risk. The Phybridge UniPhyer solution allowed the firm to gracefully deploy its new IP sets on the existing “single pair” wiring; easily combining the new IP handsets with the remaining digital sets. This unique solution created a risk-free, low cost alternative to ripping and replacing their LAN to enable the new UC applications. “ Rebuilding our LAN was not an option; we had decided as an organization that we were not ready to converge the voice and data applications together on our network, the risks and costs were too high, we were really stuck.” With the UniPhyer, the Mitel UC platform

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*The UniPhyer creates a winning combination of Low Cost and Low Risk to organizations who want the value of VoIP but can’t bear the expense or disruption of infrastructure upgrades.”*

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was easily installed as the new phones were simply plugged into the existing phone jacks. Overall the implementation was low risk and done in a fraction of the time and cost of the rip and replace alternative. “This is a wonderful example of how companies are no longer forced to take a leap of faith with high expense and disruption before being able to trial the IP telephony solution. The IT Director was able to be in full control over the graceful deployment of IP

telephony with no business or data network disruptions. Ultimately it’s their name on the line with the employer if something goes wrong with the deployment. We are pleased to help enable the IT Director and our Mitel partners deploy IP telephony quickly and easily. The Phybridge UniPhyer allows them to focus on productivity enhancing applications and not the stresses of getting a data network voice ready” said John Croce, CEO of Phybridge. “The UniPhyer creates a winning combination of Low Cost and Low Risk to organizations who want the value of VoIP but can’t bear the expense or disruption of infrastructure upgrades.” “In today’s tough economic times we are constantly being asked to do more with less and the combination of Phybridge and Mitel achieved that for us” said the IT Director. Phybridge can enable your business plans to deliver the benefits of UC on time and on budget. The Phybridge UniPhyer is a risk free decision that leverages your existing telephony wiring assets to achieve greater productivity and customer service through Unified Communications. The predictable nature of the Phybridge UniPhyer and the point to point topology of the existing SINGLE PAIR telephone cabling allows companies to standardize deployments when rolling out multiple offices.

**NOTE: This is a real case study. Company policy prohibits us from using the actual name of the company or its employees.**

### Case Study Summary

#### Business Challenge:

To deploy IP telephony in a repeatable, predictable manner across diverse multiple locations without LAN upgrades or business disruptions.

#### Solution:

Phybridge UniPhyer leverages existing two wire telephony infrastructure to provide a parallel IP voice network with POE. Deployment was quick, easy, non-disruptive and totally independent of the data network.

#### Business Benefits

- Non-disruptive deployment in less than an hour
- Cost effective hybrid deployment.
- Repeatable, predictable process across all locations
- Graceful migration
- Lower capital and operating costs
- No special expertise required
- Dedicated voice network allowing for greater business continuity
- User confidence

For Multiple Location Businesses such as Financial Services, effective timely communication is critical to improved customer satisfaction and customer retention.



# Deployment Overview

Multi location Enterprise

Financial Services

## The UniPhyer Benefits

- Lower overall cost to deploy IP telephony.
- No LAN or business disruptions during deployment.
- Expand network for voice & data.
- No additional cabling required.
- Minimal planning required.
- Graceful migration allows customer to be in full control of deployment schedule.
- Parallel network for VoIP with QoS and PoE.
- Lower operating costs due to minimal ongoing management requirements.
- No special technical expertise required.
- Dedicated voice network allowing for greater business continuity
- Focus efforts on applications training and adoption and not on networking challenges.
- Quicker deployment cycle and no learning curve.
- Standardized, predictable deployment.
- One year replacement warranty.

## You Now Have A Choice As To How To Deploy IP Telephony In Your Office.

Customers want a graceful migration option deploying IP endpoints on their terms and at their pace. Until now, hybrid digital and IP phone deployments were difficult for both providers and customers to justify. The Phybridge UniPhyer enables both hybrid and complete IP Telephony deployments by putting the provider and customer in the driver seat. This financial service firm was able to complete their initial deployment of 40 IP phones on three different floors with no business or LAN disruptions. IP telephony deployment was stress free, quick and easy with the UniPhyer.

## Protect Your Reputation

The IT director was concerned with the potential LAN and business disruption associated with converging voice networks onto data networks and was not comfortable with the short term deployment risks. With the UniPhyer the IT director was able to be in full

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*“IP Telephony Deployment With The UniPhyer Was Quick And Easy—Allowing Us To Migrate To VoIP on our Terms.”*

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control of deployment eliminating any risks and stresses to himself and his company. Here is how he did it. IT director started by deploying only his new IP phone first. Remember, the UniPhyer leverages the existing point-to-point topology of existing phone cabling. This means that from every end point (digital or analog phone) back to the wiring closet is a dedicated pair of wires that provide the signaling and power for that specific phone. He identified the phone wiring from his office in the central closet and moved those wires to a separate connector (bix block) that was connect to the UniPhyer. The UniPhyer was connected to the IP PBX. (see diagram below) He was up and running with his new IP phone in minutes. He tested the voice quality, features and functionality for himself and later that afternoon moved over 4 additional users applying the same deployment process. He was in full control of a graceful deployment with no business or LAN disruptions and focused his energies on training users on features and functionality of their new system.



# Hybrid Deployment

*Made Easy With*

## The Phybridge UniPhyer.

### IT DIRECTOR IN FULL CONTROL OF IP TELEPHONY DEPLOYMENT

#### Step #1

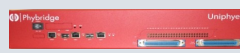
Installed extra bix block with RJ21 connector for lines migrating to IPT.



30 Minutes

#### Step #2

We Rack Mounted The UniPhyer and connected to central UPS supply.



5 Minutes

#### Step #3

We disconnected digital phones in locations to be



2 Minutes

#### Step #4

We connected the Mitel IP Phones to PhyAdapter and PhyAdapter to RJ11 wall jack.



1 Minute per phone

#### Step #5

We patch the telephone wires for identified lines over to new bix block .



1 Minute per line

#### Step #6

We Connected RJ21 to UniPhyer & UniPhyer to



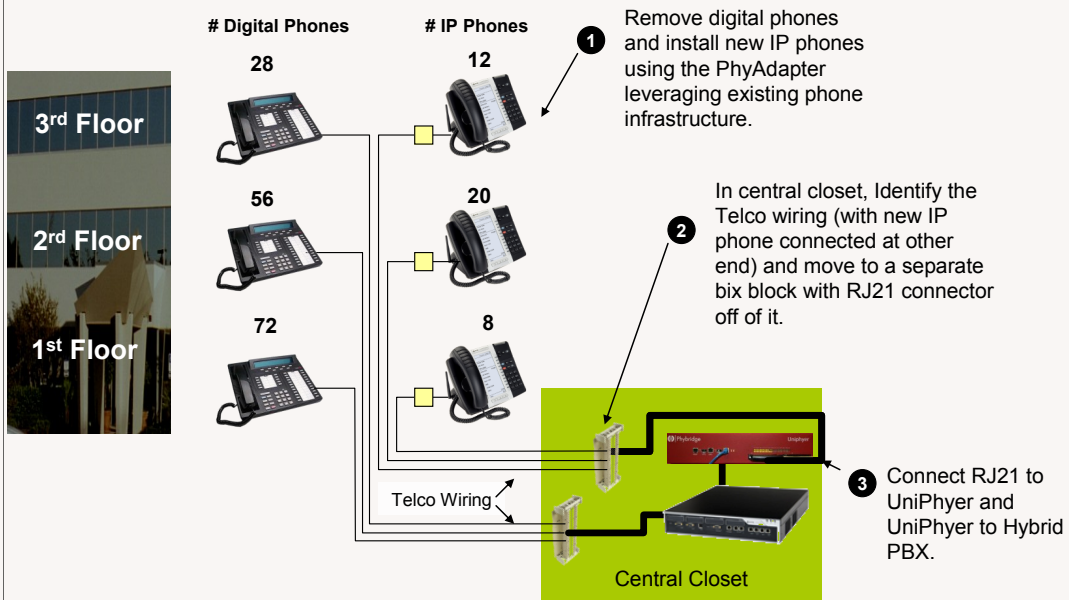
1 Minutes



**Step #7**  
*Deployment Complete and Fully Functional in less than one hour.*

### GRACEFUL HYBRID IP AND DIGITAL TELEPHONY DEPLOYMENT

#### 200 Person Office





### About Phybridge

Phybridge Inc. is a provider of risk-free IP telephony infrastructure. The company brings practical innovations to market that provide organizations with an easier way to deploy and manage their communications. The company's UniPhyer solution turns any IP PBX Telephony deployment into a simple risk-free, plug-and-play installation with significantly lower costs than traditional implementations. For more information on Phybridge, visit [www.phybridge.com](http://www.phybridge.com).

### About Mitel

Mitel is a leading provider of communications solutions for a range of organizations – from the very small, single site offices to the multi-site, large enterprises. We offer customers a broad choice of solutions, from basic business communications to sophisticated unified communications, from pre-packaged to tailored applications, and from an outright capital purchase to a managed service. Mitel ([www.mitel.com](http://www.mitel.com)) operates from over 100 locations in over 90 countries. We service our customers through a network of over 1,500 value-added resellers and partners. Following the merger with Inter-Tel, Inc. in August 2007, we now offer even greater choice and flexibility to our customers. We recognize that the value of a communications solution is different for every business. Our portfolio of solutions are highly scalable, secure, easily managed, and optimized to meet the evolving communications needs of our customers.

UniPhyer leverages existing telephony wiring to provide a Parallel Voice Network with Quality of Service, Power over Ethernet (over a single pair) and central LAN convergence realizing all the benefits of IP Telephony while retaining the reliability of legacy telephony.

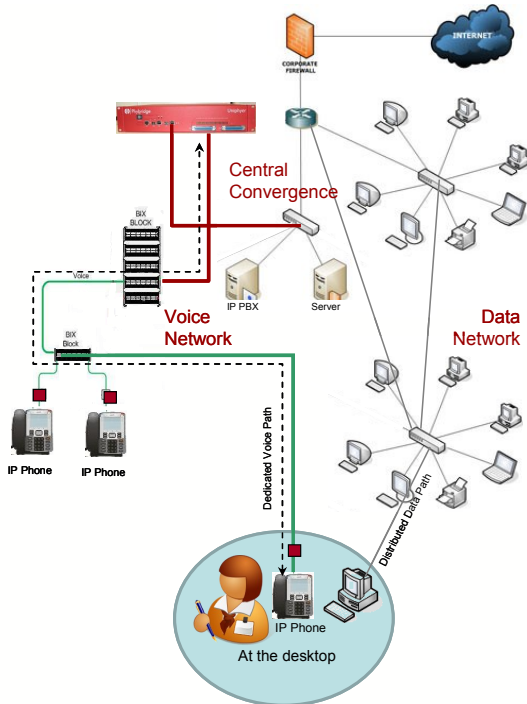
### What The UniPhyer Is...

The UniPhyer is not like any product in the market today. Too often the UniPhyer is mistaken for something that already exists. Here is a summary of what the UniPhyer is:

- An **Independent Parallel Voice Network (PVN)** for VoIP.
- **PoE & Ethernet** over single pair. (Phybridge Patent)
- **1200 ft.** reach.
- Enabled **simple UPS** management.
- **Guaranteed Voice Quality.**
- **Risk-free & predictable** VoIP deployment.
- **E911** location information enhancement.
- **Plug and play** solution.
- VoIP vendor and protocol **agnostic.**
- Provide **high value at a low cost.**
- **IEEE compliant.**
- **24 & 48** port units.
- **Scalable.**
- **SNMP manageable**

*"I just wanted to let you know that we got multiple models of Mitel's IP handset running the MiNet protocol working this morning on our first attempt with the Phybridge UniPhyer. It was too easy. No tweaking required at all as all handsets registered normally. Voice quality was great."*

**Terry Buchanan,**  
VP & CTO, COMPUTE



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*The Enabling Company*

