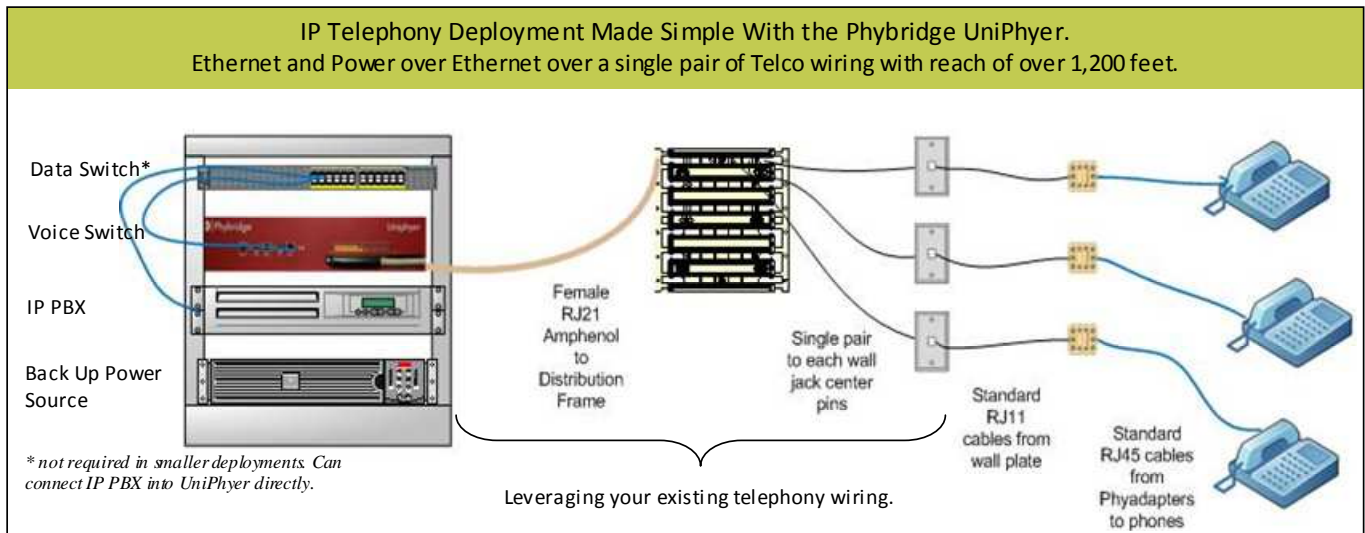


## Why are we recommending the Phybridge UniPhyer to optimize your network upgrade for voice, video and data convergence?

In summary, the UniPhyer enables an optimized network ensuring five 9's reliability with many business and technical benefits. All experts agree the best way to deploy IP phones and optimize your network for convergence is to have separate physical connections for both voice and data, centrally converged. The UniPhyer delivers this by leveraging the existing voice infrastructure to create a physical path for voice leaving the data topology intact. This results in a guaranteed IP telephony deployment at a fraction of the cost and with no business or network disruptions.



### Business Benefits include:

**Lower Cost:** The cost of optimizing your network upgrade for convergence using the UniPhyer is less than 50% of the traditional cost of converging your networks. The UniPhyer will allow you to save operations, pre-deployment, deployment and post deployment costs reducing your staff requirements to ensure successful deployment. Your IP Telephony and Unified Communications solution is up and running immediately. See Nemertes white paper on our website for more details.

**Better Return on Investment:** To maximize your return on investment more of your budget needs to be allocated to applications and training. Traditional deployment introduces unknowns that are out of our control including the state of your current network, requirements to ensure voice readiness, configuration and ongoing management to ensure quality of service and reliability. Nemertes conducted a study of over 1,400 companies finding that approximately 840 of them underestimated network readiness cost resulting in compromising their return on investment. The UniPhyer eliminates all the unknowns with more of your budget being allocated to applications hence driving a better return on investment.

**Business Continuity:** This is one of the most critical yet often overlooked considerations. The only way to have voice continuity regardless of data network health is to have a complete separate physical network carrying your voice traffic. The UniPhyer delivers reliable voice regardless of data network health.

**Disruption Free:** The UniPhyer leverages your tried and true telephony infrastructure to create a complete IP network providing dedicated Ethernet and power to enable the adapter and IP Phone, no power puck required. Deployment with the UniPhyer is business and network disruption free.

**Graceful Migration:** By leveraging the existing telephony infrastructure, the UniPhyer puts you in full control of your deployment. Stage your IP telephony roll-out or do it all at once. It's your choice.

**No Risk:** Customers can revert back to their current voice system with minimal costs and disruptions. Traditional Voice on data implementations typically require extensive investment in infrastructure modifications before rolling out the solution. These are sunk costs if you do not proceed. By leveraging the existing infrastructure, the UniPhyer allows customers to test and tweak the new solution to ensure complete satisfaction with minimum costs.

**Reduced Day Two Costs and Complexity:** Deployment is just the beginning. The only constant with business network traffic is change. You must consider day two management requirements to ensure quality of service and security. With the UniPhyer your day two management costs are greatly reduced.

**Convergence Options:** With the UniPhyer you can choose different convergence options to suit your situation. You can transition from IP telephony deployment with a completely separate voice and data network to full unified communications and convergence seamlessly. All options are highly robust, highly secure and provide all the benefits of IP telephony and Unified Communications with no compromise.

#### Technology Benefits Include:

**Signaling and Power over Ethernet over a single pair:** The patent pending, award winning technology provides both Ethernet and power for IP end points. Back up power management is cost effective and simple with the UniPhyer.

**Quality of Service Guaranteed:** The UniPhyer was designed to deliver on the real-time requirements of voice. Phybridge offers customers a 100% satisfaction guarantee stating that the voice quality on a UniPhyer infrastructure will meet or exceed industry accepted levels.

**Over 1,200 Ft Reach:** The UniPhyer was designed to support the longer reach of a voice point-to-point topology. Port utilization is more efficient and the 300ft Ethernet limitation of a data switch is not a factor.

**Highly Secure:** In addition to the point-to-point topology & the physical separation from the data network the UniPhyer has features including port isolation (isolating voice and data access to each end point) and Mac address isolation (IP devices with specific mac addresses working on designated ports).

**Future Proofing Your Network:** The highest quality voice requires less than 100k of bandwidth. The UniPhyer provides dedicated throughput to ensure Quality of Service for your voice. Your data network load constantly changes as your business changes. Changing your data network as required becomes less stressful knowing you have a separate physical path for voice. The UniPhyer can scale to thousands of users addressing your growing business needs.

**Reducing Network Complexity:** Having voice and data share the same physical path while ensuring quality of service is a challenge for even the most competent IT staff. The UniPhyer eliminates network monitoring and management stresses by simplifying the network with a separate physical path for voice. Your IT staff will thank you.

*Leveraging Award Winning Technology to Ensure Your Successful Deployment!*

Visit us at [www.phybridge.com](http://www.phybridge.com) to learn more or call us at 1 (888) 901-3633 for more information.

