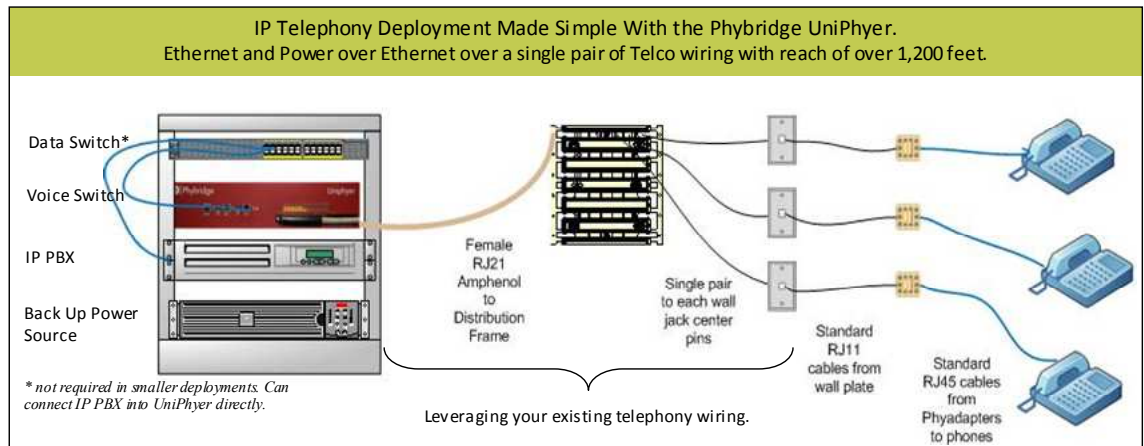


Eliminating Deployment & Day Two Management Barriers With The Phybridge UniPhyer

Move to IP Telephony and Unified Communications with Confidence

The award winning **Phybridge UniPhyer** is recognized as a customer centric way to optimize inter office network requirements for data and voice convergence. The UniPhyer voice switch was designed for the real-time requirements of voice ensuring business has the quality of service and reliability of the legacy system and all the benefits of IP telephony and Unified Communications making for the ideal network upgrade for convergence and IP telephony.



The point-to-point topology of the legacy voice infrastructure has a lot to do with the five nines reliability expected from the voice network. By leveraging this proven infrastructure the Phybridge UniPhyer allows for a lower cost, risk free, quick and easy way to migrate to IP telephony. The UniPhyer transform this infrastructure into an IP network with Quality of Service and Power over Ethernet ideal for IP Phone deployment. In addition to saving money, time and aggravation you can feel good about using a more environmentally friendly approach moving to the future of communications.

Saving Money, Saving Time, Reducing Stress are Just a Few of the Benefits to Customers Using the UniPhyer

Lower Cost To Optimize Your Converged Network: Save up to 50% in LAN readiness costs by optimizing your converged network platform with the UniPhyer.

- No new CAT 5 cable requirements - leverage existing telephony cabling
- Save money with higher PoE port utilization.
- Save money on network assessments, network configuration.
- Lower labor cost with quick, easy deployment process.
- Savings in backup power supplies and management costs.

Better Return on Investment: Take the savings realized and allocate more to unified communication applications and training that drive a better return on investment.

Business Continuity: With a separate physical path for voice, the UniPhyer delivers reliable voice regardless of data network health.

Voice Quality of Service: The UniPhyer leverages the point-to-point voice infrastructure to provide an uninterrupted path for voice ensuring quality of service.

Disruption Free Deployment: The UniPhyer leverages existing telephony infrastructure allowing for business and network disruption free deployment. Digital or analog phone today, IP phone tomorrow.

Graceful Migration: 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.

Reduced Day Two Costs and Complexity: Deployment is just the beginning. The UniPhyer reduces costs and stress typically associated with managing a converged network by physically separating voice and data traffic.

Convergence Options: You can transition from IP telephony deployment with a completely separate voice and data network to full unified communications and convergence seamlessly with the UniPhyer.

Repeatable, Predictable, Scalable Deployments: Deploy with confidence in all locations knowing the UniPhyer leverages the standard topology of the existing, proven reliable telephony infrastructure.

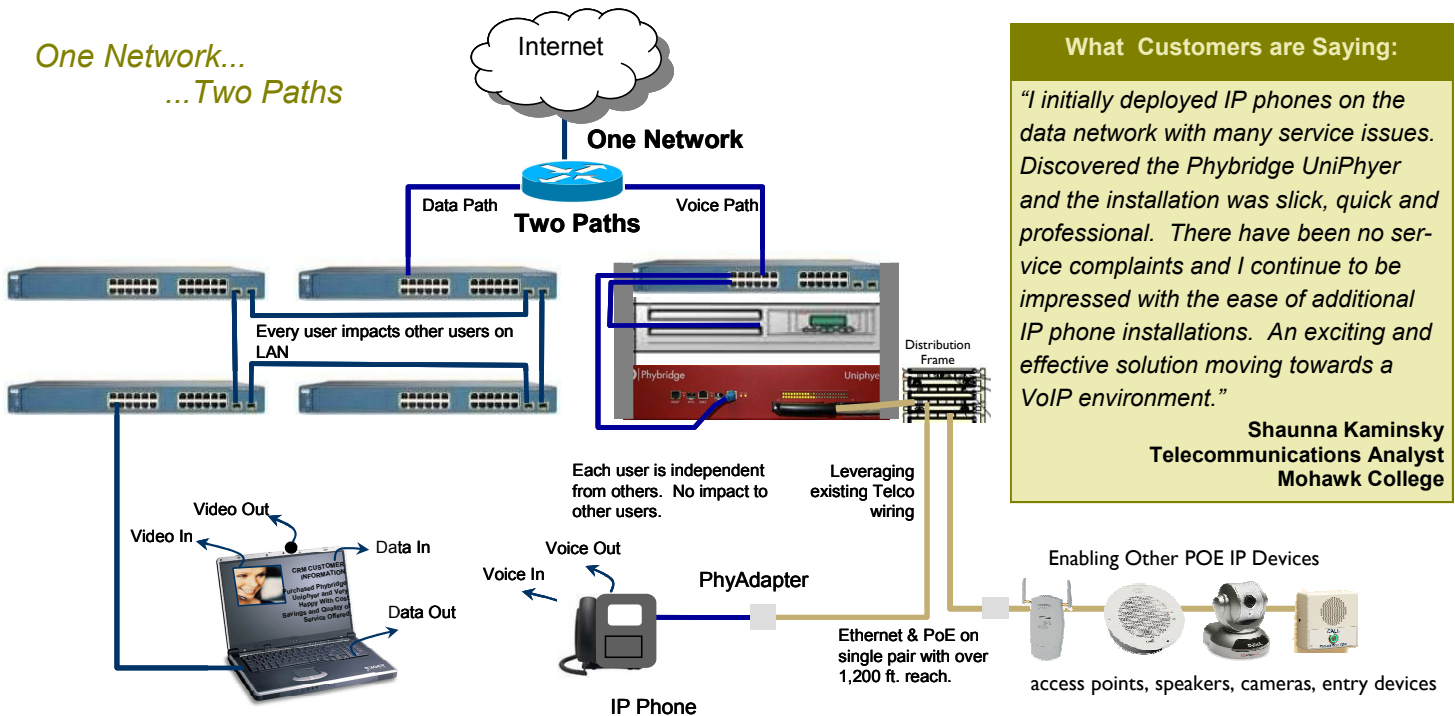
Signaling and Power over Ethernet over a single pair: The patent pending, award winning technology provides both Ethernet and power for IP end points.

Over 1,200 Ft Reach: The UniPhyer was designed to leverage the longer reach of a voice point-to-point topology. Port utilization is higher and backup power management is less costly and the network is highly secure with the UniPhyer.

Minimizing Risks to Future Networking Requirements: The UniPhyer provides a physical path for voice minimizing risks and disruptions when networking changes are made. The UniPhyer provides voice continuity and quality of service while data networking changes and updates are introduced.

Optimizing Your Network for Unified Communications Success!

Low Cost, Quick and Easy Way to Optimize Your Networks for Convergence



Eliminate Risks, Reduce Stress and Have a Successful Deployment!

The benefits of Unified Communications and IP telephony are compelling for customers. However, converging voice and data networks can be risky business if you don't deal with a qualified provider. We pride ourselves on providing customers the knowledge to make a sound business decision allowing them to move to the future of communications and IP telephony with confidence. The Phybridge UniPhyer allows you to optimize your network upgrade reducing costs eliminating many of the risks and barriers highlighted in a recent whitepaper issued by Nemertes, a leading industry research group.



- 60% of organizations underestimate the time, cost, or both required to plan, design, and implement LAN readiness. **Eliminate the risks of cost over runs with exact pricing, no surprises with the UniPhyer.**
- Overall, companies spend an average of \$421 on the LAN readiness costs. **Over 50% in savings with the UniPhyer with more of your budget being allocated to applications driving a better return on investment.**
- 65% of companies conduct a baseline network assessment to determine required changes to the LAN. The baseline assessment generally costs between \$2,500 and \$3,500 per location. **No network assessment cost reducing resource requirements and business disruptions.**
- LAN capital costs can double, and implementation/operational costs increase by 25% to 50%. **Lower Day 2 management costs reducing IT management stress allowing you to focus on the business value of the applications and not networking challenges.**
- Once the LAN upgrade is completed, the No. 1 rule of networking kicks in: The only constant in networking is change making ongoing management more costly and stressful. **Voice on separate path making it easier to manage a converged network.**

Contact your trusted advisor for more information on how you can move to Unified Communications with confidence! Start saving money, improve productivity and enhance customer experience tomorrow—make the call today.

Make the Move with Confidence!

Voice Quality of Service will meet or exceed industry standards on UniPhyer Infrastructure.

Not to exceed pricing to put an optimized network for voice and data convergence.

Ask your provider for more details.

Customers are Realizing The UniPhyer Value

Eliminating Challenges and Barriers Enabling IP Telephony and UC deployments

Starwood Hotels and Resorts

- Mitel used the Phybridge UniPhyer to deploy IP phones at their Sheraton Toronto Property.
- Sheraton IT managers could not believe that the UniPhyer could deliver on the promise of Ethernet and PoE over a single pair to reaches of more than 1,200 feet.
- Deployment was quick and easy.
- The Starwood and Mitel teams were so impressed with the UniPhyer that Starwood is looking to roll out IP telephony in their guest rooms.



What Customers are Saying About the Phybridge UniPhyer:

Investment Planning Counsel of Canada

"We were blown away with the simplicity of deploying the UniPhyer and Mitel IP Phones. The robustness of the UniPhyer platform is impressive, not a single voice quality issue or dropped call in over 250 days since deployment."

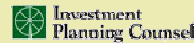
"Can't say the same for a sister company that used the traditional voice on data method of convergence. They are now interested in learning more about the UniPhyer solution"

**Director of IT,
Investment Planning Counsel of
Canada**

Investment Planning Counsel of Canada (IPCC)

A tale of two deployments

- Subsidiary of Investor Group, one of Canada's largest financial institution, gracefully migrated 40 users to IP telephony with the UniPhyer.
- Hybrid deployment with 40 users on three floors.
- Quick, Easy Partial Deployment with no business disruptions.
- Investment Planning Counsel of Canada deployed their IP phones on a UniPhyer infrastructure with no drop calls or quality issues.
- Sister company experienced call reliability and call quality issues when they deployed IPT without the Phybridge UniPhyer.
- Plans are for full deployment in coming year.



Mohawk College - Enabling higher education to gracefully migrate to IP telephony

- Mohawk College deployed IP phones on their data network.
- Experienced quality issues resulting in many service calls. Had to postponing continued deployment.
- Discovered the UniPhyer and realized that it was a good fit to solve their business problem
- Moved IP end points to UniPhyer leveraging existing telephony wiring to enable the IP phones with PoE.
- All service issues were eliminated and the college continues to use UniPhyer to enable new IP Phones as needed.



St. John's Senior Communities

"We have had no call quality issues since deployment and we are extremely pleased with the Phybridge UniPhyer."

**IT Manager,
St John's Home**

Cavalier Hotel, Virginia Beach

- Cavalier hotel wanted to upgrade their guest communications offering with better Ethernet connectivity and IP telephony.
- Cost and disruption to complete the necessary infrastructures changes made opportunity uneconomical.
- Mitel partner introduced the UniPhyer and proceeded with deployment .
- Deployment completed as planned with no surprises or issues.
- The Cavalier hotel know has upgraded IP telephony and Ethernet for their busy season.



Comstor, Singapore

"We are converting our digital phones to Cisco IP phones. And I must say it is really a plug-and-play experience."

**Michael Long,
Solution Sales Manager,
Comstor, Singapore**

Vaughn Sporting Goods, London Ontario

- Vaughn Sports, a global leader in hockey equipment manufacturing was looking to move to a hosted IPT solution to realize cost savings.
- The cost of upgrading their network and re-cabling were too high.
- The UniPhyer enabled Vaughn to move to IP telephony by leveraging the existing telephony infrastructure.
- Deployment was completed over the lunch hour with no business disruption.



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Customers are Realizing the UniPhyer Value

Eliminating Challenges and Barriers Enabling IP Telephony and UC deployments

Prairie North Health Region, Saskatchewan

- Looking to upgrade communications platform to IP telephony for over 53 sites
- Wanted a reliable solution that would allow for a standard deployment process for all sites.
- Made the UniPhyer the deployment method of choice allowing for a quick, easy deployment process that is highly scalable.

St John's Senior Communities

- Long term care community looking to upgrade their telephony platform.
- Introduced to the benefits of IP telephony and wanted to proceed
- UniPhyer made deployment possible with a lower cost, quick, easy deployment method.
- Deployment proceeded as planned.

Government Agency, multiple locations

- Customer wanted to move to IP telephony but highly secure environment created logistic challenges and higher deployment costs
- Multiple locations globally with unique requirements for each.
- Highly secure voice network with physical separation from data network.
- The Phybridge UniPhyer saved costs and improved efficiencies for all of the sites.

Sodus Central School District

- School board looking to upgrade IP telephony.
- Cost of cabling and disruption was too high to move the opportunity forward
- Introduced to the UniPhyer and proceeded with solution.
- Cost savings considerable when compared to alternative.
- Deployment completed as planned with no disruption.

Welded Tube, Toronto

- Customer wanted to upgrade telephony solution to IP but did not want voice and data sharing the same physical network.
- The proposed network buildout cost made the economics unfeasible.
- Introduced to the UniPhyer and agreed to proceed with IP telephony rollout.

Land-O-Lakes



Sony Corporation



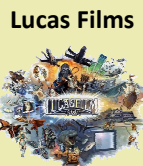
ComStor



American Institute For Cancer Research



Capella Healthcare



Lucas Films

Western State College



Chicago Fire Station

What Partners are Saying About the Phybridge UniPhyer:

"It yields tremendous cost savings to our clients while reducing deployment time for our implementation team enhancing our margins. It is truly remarkable."

Rich Darress,
CTO of DJJ Technologies

"We won the deal thanks to showing the customer how we can deploy the new Mitel IP Telephony solution with no network or cabling requirement and at a fraction of the cost".

Joe Marasco, Sales Director,
Rel Comm Inc.

"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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