



## Overview

Phybridge is a Canadian based technology company dedicated to "practical innovation." Bringing solutions to market that are technologically advanced as well as practical for the end-user is our number one priority. Phybridge innovations address market needs in the areas of IP Telephony, Converged Networks, Unified Communications and Public Safety.

With over 150,000 users globally using the Phybridge switches and a 100% customer satisfaction rate, Phybridge is quickly creating a new standard in how local area networks are optimized for voice and data convergence.

## Objective

Phybridge is committed to industry leadership in the enablement of IP Telephony solutions through innovative, unique ways of unifying data, voice and power. Our advantage is a non-invasive, plug-and-play solution that enables immediate IP PBX deployment.

*"We saved \$1.5 Million, fast tracked our IP Telephony migration by 6 months and successfully completed our 1,400 user migration in a single weekend thanks to the Phybridge switch innovation."*

**Tony Christopher, Network Voice & Data  
TransUnion Credit**

## Goal

We aim to become a company rich in intellectual property with many industry leading innovations. We bring innovative IP Telephony enablement to the market which ultimately helps our customers maximize "return on investment (ROI)" while minimizing "total cost of ownership (TCO)."

## Industry Recognition

Phybridge has been recognized by many organizations - like Gartner and CRN - for its innovative solutions pertaining to IP Telephony and Unified Communications.



## Enabling Industry Leading IP Telephony Solutions

The Phybridge switch innovations have been certified with many of the industry leading IP PBX offerings including:



# The Voice Switch Innovation

Quick, Easy, Risk-Free and Low-Cost IP Telephony Migration with the Best LAN Platform Possible



## Phybridge Switch Innovation

The award winning Phybridge data switches are designed to make the migration from a legacy phone system to IP Telephony quick, easy, lower cost with less risk and disruption. The Phybridge switch innovations allow businesses to optimize the LAN for convergence delivering quality of service, voice continuity, the most secure converged platform and a simple network to manage. This is achieved by moving the LAN convergence point from every desktop to a single point in the central closet.

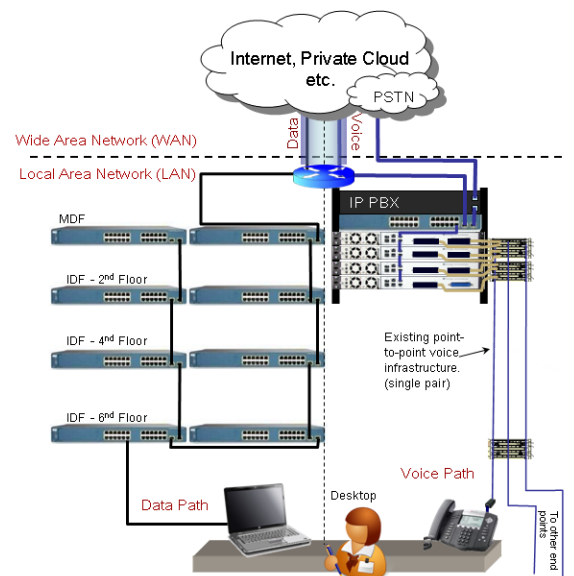
The Phybridge data switches deliver Ethernet and Power over Ethernet over a single pair of wire with 4 times the reach of traditional data switches. They are designed specifically to allow businesses to transform their proven reliable, existing voice infrastructure into an IP path with power ideal for IP Telephony eliminating risk and disruption while ensuring the successful migration to premise based or hosted telephony offering.

*"We unplugged the old phones and plugged in the new ones. We started at 5:00pm; by 10:00pm the same evening, IP Telephony was deployed for 400 users in 19 buildings!"*

Jeanne Eicks, Director of IT  
Vermont Law School

### Customer benefits include:

- Lower overall total cost of ownership, allowing customers to allocate more of their budget on applications hence driving a better return on investment.
- Voice Quality of Service, regardless of data loads and with no data LAN dependencies.
- Voice continuity, even if data LAN fails.
- Most secure network topology, given the physical separation of voice.
- Easy network to manage, given the physical separation of voice.
- Future-proofing the LAN; no need to change IP phone or PoE every time you upgrade your LAN to support greater speed requirements. With other data switches in the market, the IP phone acts as a switch for the data device and you will need to replace the IP phone and the POE with every upgrade.



## Fortune 500 Companies Turn to Phybridge

Many governments and companies have turned to Phybridge to eliminate barriers and confidently migrate to IP Telephony and Unified Communications. In a short time, Phybridge has built a customer base including Fortune 500 companies and governments with deployments around the world.





## Partner with Phybridge

Increase sales and improve customer satisfaction!

### **Better Option for Customers, Better Business Model for Partners**

Data switch reach limitations and wiring requirements forced the methodology of desktop convergence. The Phybridge switches allow you to transform the existing proven-reliable voice infrastructure into an IP path with power ideal for IP Telephony, complementing the existing data LAN. The LAN convergence point is moved from every desktop with the IP phone acting as a switch for the data device to a single point in the central closet.

This fundamental shift in LAN convergence topology makes all the difference for the customer and for your business. Benefits include:

#### **Better Revenue Dynamics:**

- Quicker time to revenue. Partners realize a 70%+ reduction in their sales cycles.
- Migrate from legacy base to IP Telephony with a customer-centric differentiator.
- Great prospecting solution.
- Significant revenue multiplier of 10 to 1.

#### **Better Margin Dynamics:**

- Predictable business model, creating greater efficiencies.
- More customer budget available for higher margin professional services.
- Better Day-Two support margins.
- Better staffing economics.

#### **Better Customer Experience and Brand Protection:**

- Elevate brand value.
- Eliminate brand risk.
- End-to-end control over offering.
- Eliminate future potential loss of customer.

#### **Easy Product On-Boarding and Attractive Partner Benefits:**

- Low cost, quick, easy on-boarding of Phybridge solutions.
- Strategic partner benefits.

*“The Phybridge switch solution delivered exactly as claimed. The on-boarding, configuring, installing and ongoing management is simple. A great addition to our business.”*

*“The Phybridge switch solution has proven to be a strong differentiator for us. The value proposition really resonates with the customer.”*

*“Our first Phybridge customer was over three years ago and not a single issue since. Creating the physical separate voice LAN with the option to centrally converge makes a lot of sense for the customer and for our business.”*



[www.phybridge.com](http://www.phybridge.com)