



APPLICATIONS
DELIVERED
ON DEMAND

THE VOIP LOGIC APPROACH

VoIP Logic offers a solution that combines the best elements of the facilities approach with the advantages of a reseller model.

Demand for VoIP services is growing dramatically worldwide. Forecasters are expecting the addressable market for service providers to approach 250m subscribers by 2010, up from today's level of approximately 47m retail and enterprise users. To capitalize on this substantial opportunity, service providers need a robust technology infrastructure that will allow them to attract and retain new customers, deliver differentiated, value-added services and to control costs while generating new revenue.

For many service providers, investing in expensive facilities and the associated overall total cost of operations to maintain them is not an attractive option with a clear path to return on investment. There are large capital requirements, lengthy time to market and a general lack of experienced personnel – all factors which drive service providers to consider an outsourced model.

Once a decision has been made to evaluate using an outsource organization to assist in the go-to-market strategy, service providers face a fundamental choice that will determine ongoing control, flexibility and path to return on investment – become a branded reseller of another service provider's solution or take a more active role in all the decisions associated with the service offering – more akin to a facilities-based approach.

The choice is clear...if you want to fully control your VoIP offering from features, to costs, to customer experience, consider joining the many service providers who are partnering with VoIP Logic to build a profitable and scalable business.

For additional information and to discuss your network requirements, please email us at sales@voiplogic.com.

THE VOIP LOGIC SOLUTION



RESELLER/WHITE LABEL

FACILITIES-BASED

ADVANTAGES:

- ▶ Low start up costs
- ▶ Rapid deployment
- ▶ Scalable & tested "best of breed" systems
- ▶ Fully customized
- ▶ Carrier neutral
- ▶ Control all your costs
- ▶ Faster ROI
- ▶ Keep breakage
- ▶ Lowest market entry risk
- ▶ Multiple layers of branding via Cortex® web portal
- ▶ No technology obsolescence risk
- ▶ Full flexibility on call routing
- ▶ Full access to systems for trouble shooting
- ▶ Customized reporting and billing
- ▶ 24/7 VoIP Logic Engineering support
- ▶ Clear ownership of customer base
- ▶ Control SIP phone/CPE choices

ADVANTAGES:

- ▶ Rapid deployment
- ▶ Low entry cost
- ▶ Tested formula-driven solution
- ▶ Technical support organization available at service provider

DISADVANTAGES:

- ▶ Limited selection of marketing package(s)
- ▶ Limited ability to customize offering or differentiate from other service providers
- ▶ Often compete with service provider's own retail offering(s)
- ▶ No choice of termination and DID vendors
- ▶ Limited branding options
- ▶ Limited reporting options
- ▶ No clear ownership of customer base
- ▶ No control over costs
- ▶ Limited economies of scale
- ▶ Limited ability to troubleshoot service-affecting outages
- ▶ Loss of breakage from low use accounts

ADVANTAGES:

- ▶ Full control
- ▶ Full flexibility on call-routing and add-on services
- ▶ Ability to choose termination and DID vendors
- ▶ Ability to control costs
- ▶ Full access to system for troubleshooting
- ▶ Knowledgeable engineering organization
- ▶ Able to stay current or ahead of market trends
- ▶ Clear ownership of customer base
- ▶ Full selection of SIP phone/CPE options

DISADVANTAGES:

- ▶ High initial capital costs
- ▶ High ongoing operations cost
- ▶ No way to mitigate risk of investment
- ▶ Longer trajectory to ROI

KEY PARTNERS INCLUDE:



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