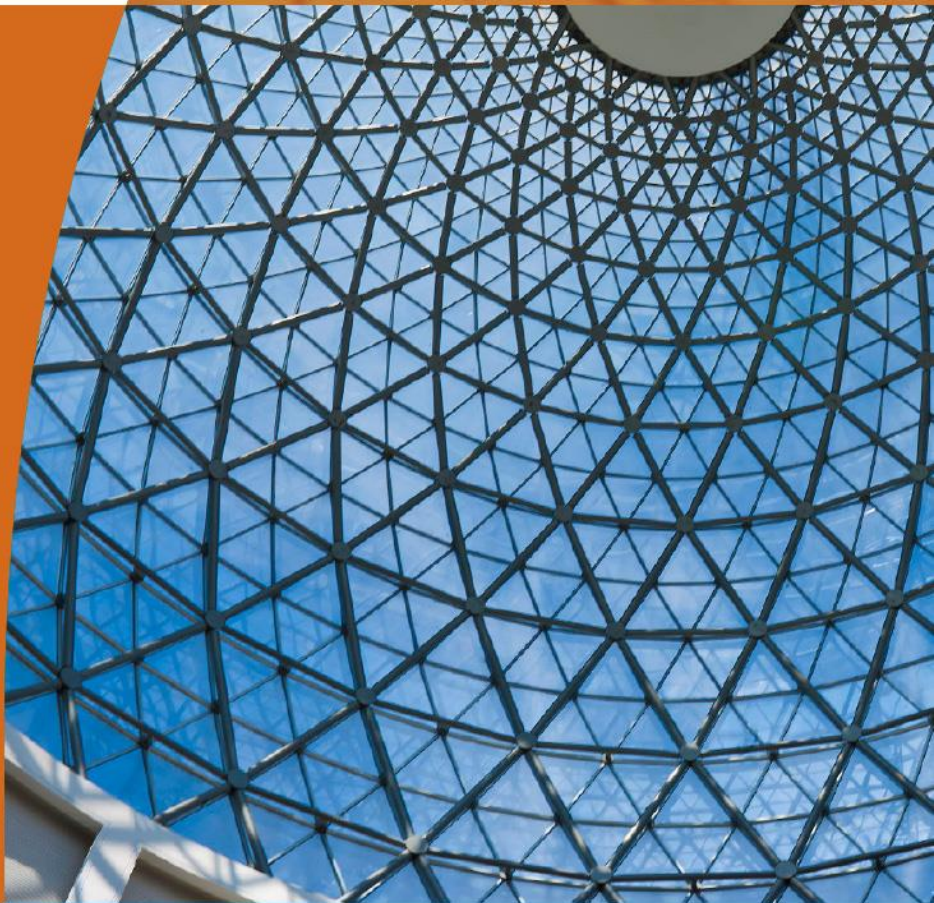




Control and
Flexibility
Options for
Service
Providers



What are Control and Flexibility in a PaaS Platform?

When Communications Service Providers are considering outsourced Platform-as-a-Service (PaaS) to run the technology they use to deliver Hosted VoIP services, they often focus on Price and Reliability. Both are important factors, however, what is often left out of the vetting process is a serious consideration of what level of Control and Flexibility of the Outsourced Platform affords for the Service Provider on the technology they use, the network they select and the add-on services they integrate. In sum, Control and Flexibility of their Outsourced Platform Elements determine whether Service Providers are able to update or adjust the service offerings they deliver to meet in the present and future market requirements they encounter.

VoIP Logic's focus is to provide a Platform that offers the most reliable technology, that is aggressively priced and has a record of consistent (99.99%) performance. Our Platform also respects the current and future requirements of our Service Provider Partners (SPPs) as they grow and adapt to current market trends. Our mission is to put operational decisions that affect a Service Provider back in their hands. Our job is to provide the tools, options and open architecture which facilitate an SPP's success, rather than limit those options – one of our platform technology selection criteria is indeed the ability to pass through this control to SPPs.

We believe that Service Providers, in order to be successful, need to have the Flexibility to choose connectivity, carrier traffic providers, feature groupings, product structure, account implementation and branding. They also need the ability to provide end user customer service, support, customizable reporting and documentation as they deem most appropriate and effective.

Why are Control and Flexibility important when considering an Outsourced Platform option?

With each passing year, dramatic changes in the marketplace are affecting what it means to be a Service Provider. Unified Communication services reach the desktop, integrate into other forms of workplace automation and follow workers everywhere on their smart phones and tablets and laptops. As Service Provider's address their applicable local, regional, national or vertical markets, they must decide whether they want to utilize a service platform that they can be customize to include the features and capabilities that will be the most compelling to their target audience or if they will be forced to follow a model of resale of a

fixed suite of features, which have been pre- determined by their Outsourced Platform Provider.

Service Providers should pay close attention to the Flexibility that the Platform can provide to them and to their endusers. Some key reasons why these elements are essential in the selection of an outsourced PaaS platform include:

(1) Technology Platform Neutrality - Large full service technology providers like Alcatel and Lucent have given way to specialist technology manufacturers. To offer a full range of best-of-breed technology from your platform, you often need to be open to working with different manufacturers depending on the category. Great technology, in turn, expands what you can provide to your customers. We believe manufacturers like BroadSoft, Microsoft, Oracle Communications, Genband and Cisco all have core competencies that can be customized from an Integrated Platform like VoIP Logic's. SPPs need to be able to choose which of these technologies, among others, they need to leverage in order to be most effective in their markets, recognizing that the answers may be different within the verticals which they address.

(2) Routing Control – The ability to control decisions in real time that affect phone calls and video calls, using your core technology, is central to providing high quality customer support. VoIP Logic gives you the ability to control your routing configurations, rather than ask you to abdicate this responsibility to a vendor. Further, given price competitiveness, such control is imperative as it allows SPPs to capture additional profit margin as they choose between different carrier providers.

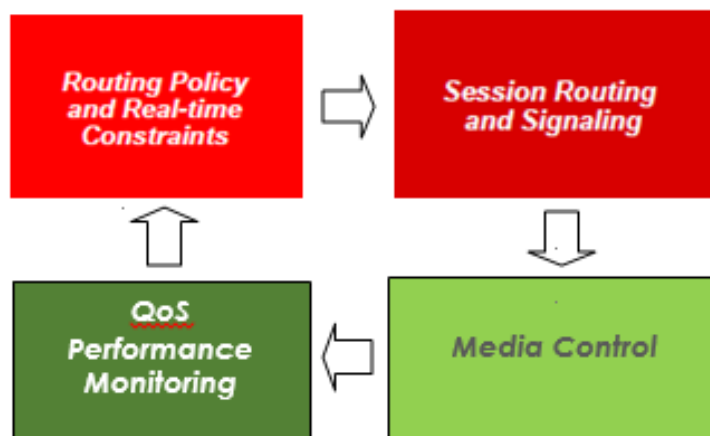


Figure 1: Acme/Oracle routing flow example

(3) Configuration Control – In order to exercise control over your offering, you need to be able to decide on features you include, the composition of service packs that are used to build Services, along with add-on technology required to make your offering unique. You also need the flexibility to utilize specialized, tools to perform DID manipulation, dialing code manipulations and more.

(4) Programmatic Access – Using Application Programming Interfaces (APIs) is, to many SPPs, essential in today's interconnected world; these interfaces allow the Platform integrations that expand the ability of Service Providers to control configuration. Custom-built portals, clients, apps and other multi-system control interfaces require APIs. We have found that more than 25% of Service Providers list API access as a Platform requirement from Day 1 and many others find they need this access as their services evolve.

(5) Service Branding – A sophisticated sales identity requires that you have complete control over your own Service builds, Marketing and Branding. VoIP Logics offers a library of validated editable documentation at our [Service Provider Portal](#) to allow SPPs to accurately and quickly build their Marketing and Product Documentation databases, allowing them to launch new Products and Offers more quickly.

(6) Cost Control – To build a profitable Service Provider business or business unit you need to control all of your costs. Platform technology costs are one of many pieces that form the basis of your per user cost of goods sold. Using VoIP Logic's cost structure, your fixed cost for platform is effectively zero - you control your cash outlays by only paying marginal cost for the platform capacity you consume.

(7) Device Flexibility – The Deskphones, laptops, soft clients, mobile apps, SBCs/IADs and other devices that you choose, will vary depending on your target markets and the evolution of technology. Because you choose your end user device providers, you can always pair the correct technologies with the customers you want, thereby ensuring that you remain competitive and cost effective.

(8) Monitoring – Visibility into your Platform activity is an ingredient that allows you to exert control. You have to remain informed regarding your user base and your network so that you can react quickly and efficiently to market and customer changes. With this valuable knowledge, the flexibility to dynamically affect change, becomes even more valuable.

What are the Control and Flexibility Options for a Service Provider on the VoIP Logic Platform?

VoIP Logic's Control and Flexibility options for our Service Provider Partners include every aspect of the SPP's physical and virtual relationship with the core Platform. These options include:

- Physical, Switched and Routed Network and Peering Options
 - Physical: Direct Peer to Peer bandwidth
 - Switched: MPLS and Switched Ethernet
 - Routed: Public/Private IP Peering
- Server Hosting, Virtualization and Collocation Options:
 - Collocation of your ancillary servers– billing, fraud prevention, etc.
 - Optional choice to run your own server instances for many components.
- Hosted Services Features and Licensing Options:
 - Unique Partitions
 - Ability to establish multiple Service Provider level partitions.
 - Ability to establish multiple Enterprise level partitions.
 - Flexibility to customize Feature Builds for your Service Offerings.
 - White Label Branding Support
 - User Portals
 - Soft Clients
 - Tool Bars
 - Editable Marketing, Administration and User Guide support documentation.
 - Licensing usage reporting.
- Third Party Technology Partners:
 - Option to integrate 3rd Party Partners into the VoIP Logic Platform.
 - VoIP Logic has existing pre-validated 3rd party relationships that SPPs can take advantage of, but can also work with SPPs to incorporate 3rd Party partners that they wish to utilize as part of their Service Portfolio.

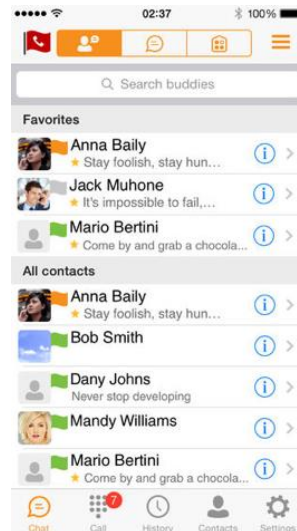


Figure 2: UCCS Soft Client Example

- End Point Options and Control:
 - Interoperability support for most types and forms (hardware/software) of End User devices.
 - Full configuration flexibility and support
 - Implementation flexibility and support
 - Editable Device Marketing, Administration and User Guide support documentation.

- Operational Support Systems (OSS):
 - VoIP Logic's Cortex OSS



Figure 3: Cortex Portal Example

- End Point Options and Control:
 - Simplified Implementation management
 - SPP Brandable Documentation for Cortex
 - Implementation of Hosted Seat/Trunk licensing, add-on feature configurations and DID's in one session.
 - Implementation personnel can move seamlessly from Cortex to Broadworks to complete end-user device implementation.
 - Cortex provides license reporting for features such as: E911, DiD Management Auto Attendant and Hunt Groups (soon)

- Native Portals
 - Access to all BroadWorks native portals for creation, configuration and management of users

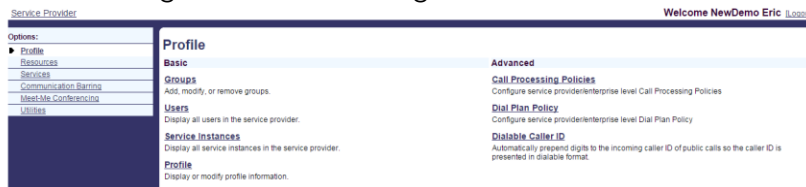


Figure 4: Broadworks Portal Example

- Single Users, Groups and Enterprises can also be implemented/updated directly in the BroadWorks Portal
- End-user device implementation can occur in the same session as Users, Groups and Enterprise set-ups.

- Loki Administrative and End User Portal Options

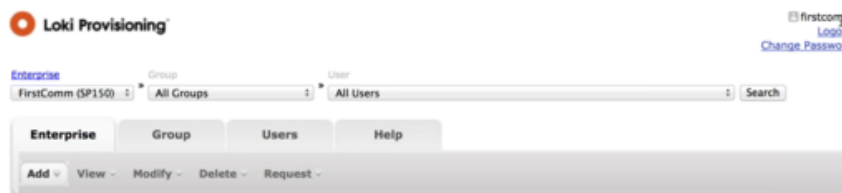


Figure 5: Loki Portal Example

- Service Provider Accessable and controllable
- Intuitive web portal for Service Providers that allows enterprise IT administrators and end-users to simplify the configuration and management of their Unified Communications services.
- Graphical User Device Interface options are available for Deskphones such as Polycom and Yealink.
- Improves the End User navigation, accessibility, presentation and performance of the UCCS Soft Client, enhancing business collaboration and productivity.
- Fully Integrated with Broadworks
- Service Provider Brandable

Other Platform Control options available to SPP's on the VoIP Logic Platform

- LCR access and control.
- RTP Anchoring Flexibility.
- SPPs also have the ability to customize various API, OCI and CTI interfaces to meet an SPP's specific support needs.

-Reporting Options

- Cortex

Cortex provides a variety of reporting capabilities that SPPs can use to manage their Licenses, DiDs and Call Histories, without the need to switch into our Hosted Platforms to obtain those details. SPPs can establish API connectivity to this platform.

-VoIP Logic's Oracle Communications SIP Monitoring Platform.

This platform can be used to monitor many diagnostic and statistical outputs for a Service Provider, such as User Tracking, Call Detail, Registrations and User Devices. It provides a more direct intuitive monitoring tool set than is currently available with other platform monitoring technologies. Some of the Platform capabilities include:

- Accelerated incident response times, reducing MTI and MTTR
- Network path segmentation for fast, accurate problem localization

SPPs will be able to establish API connectivity to this Monitoring Platform later in 2015.

For more information VoIP Logic Flexibility and Control options for SPPs, please review additional detail at the [VoIP Logic Service Providers Portal](#). You can also contact your VoIP Logic Account Manager or complete the VoIP Logic contact request at: <http://www.voiplogic.com/us/contact-us/>.