The Mobile Office

Your office in the pocket - anywhere, anytime
Deliver Unified Communications as SaaS to the SME

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Introduction

- CommuniGate Systems
- The leader in carrier-class Mobile Unified Communications Software for SaaS delivery
- Founded in 1991
- Over 12,000 customer sites worldwide
- Over 130 million users with 47 million voice users

- AppRiver
- Leading Managed Service Provider in Florida
- Specializing in SaaS for SME
- More than 35,000 Customers
- Over 5 million Corporate Users

What is Mobile Office?

- A Virtual office communications suite delivered by Mobile Operators in the in the SaaS model for Small to Medium businesses
  - Value Added Service that drives 3G services (mobile & USB)
  - Push E-mail, Calendar, Contacts, and shared folders
  - Fixed Mobile Convergence –
    - Suite includes a "no install" Flash UI for desktop use
    - Native ActiveSnc support for iPhone, Nokia, WinMobile and more
    - Specialized Mobile applications for sharing and media delivery
- Perfect uplift VAS that can be sold in the phone shops or directly online
  - Lure Business Subscribers from wireline providers
  - Should be coupled with hosting the domain name for extra "Stickyness"
- Other potential services
  - Web site hosting
  - Backup services
  - Storage services
  - Archival and compliance services (Doctors, lawyers, small financial groups)

Mobile Office Logon page example

Mobile Office Registration example
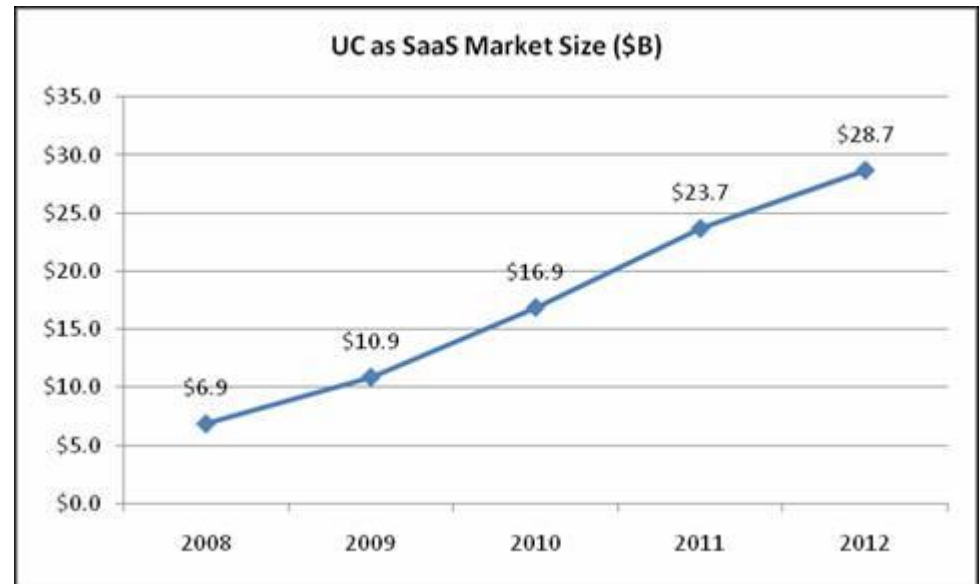
# The UC as SaaS Market

The Radicati Group:

- The Hosted UC Service Provider market is expected to reach 46M subscribers in 2008, and grow to 136M subscribers by 2012 (including both business and consumer customers).

- Revenues for Hosted UC Services are expected to grow from $6.9 billion in 2008, to $28.7 billion in 2012.

The Radicati Group Inc., 2008: UC as SaaS Market Size Forecast, 2008-2012

Mobile Office Suite of features

- Turn Key, can be turned up quickly
- Supports Windows, Mac, Linux
- Carrier APIs for billing and Provisioning
  - Radius
  - ParlayX
  - Diameter/AAA
- Technology is _not_ Microsoft meaning:
  - Reliable platform & Quality of software
  - Zero downtime for change management
  - Security
  - Runs on Solaris or Linux
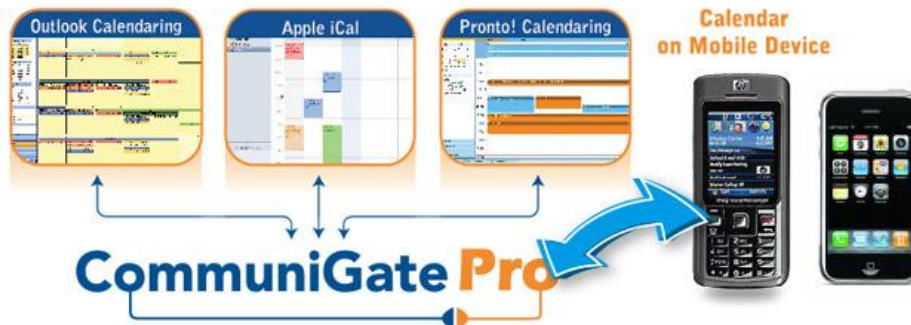
Devices Supported

- Supports all ActiveSync Business phones
  - Nokia
  - Win Mobile 5+
  - iPhone 3G

ABC Company Case

ABC is a small company with 5 employees

Mr.X, the manager, needs an e-mail system to communicate with:
- His employees
- His distributors in the governorates
- His partners and suppliers
- His bank and financial institutes
- His family and friends

Also Mr.X decides that the free e-mail is not acceptable any more because:
- It is not secure
- It is not reliable
- Full of spam
- It is not reflecting the identity of the ABC company
- It can't be integrated easily with the mobile phone

Pronto!
Unified Communications Web 2.0 client

Completely Brandable

Global Address Book
from Fixed to Mobile

Architectural Benefits of AirSync

Messaging Server   BlackBerry
Enterprise Server   BlackBerry

Messaging Server   SyncML
Gateway   SyncML

SyncML Software

on device

Mobile Unified
Communications

AirSync (Exchange ActiveSync) direct OTA

Secure SSL encryption

iPhone
Nokia
HTC
Samsung
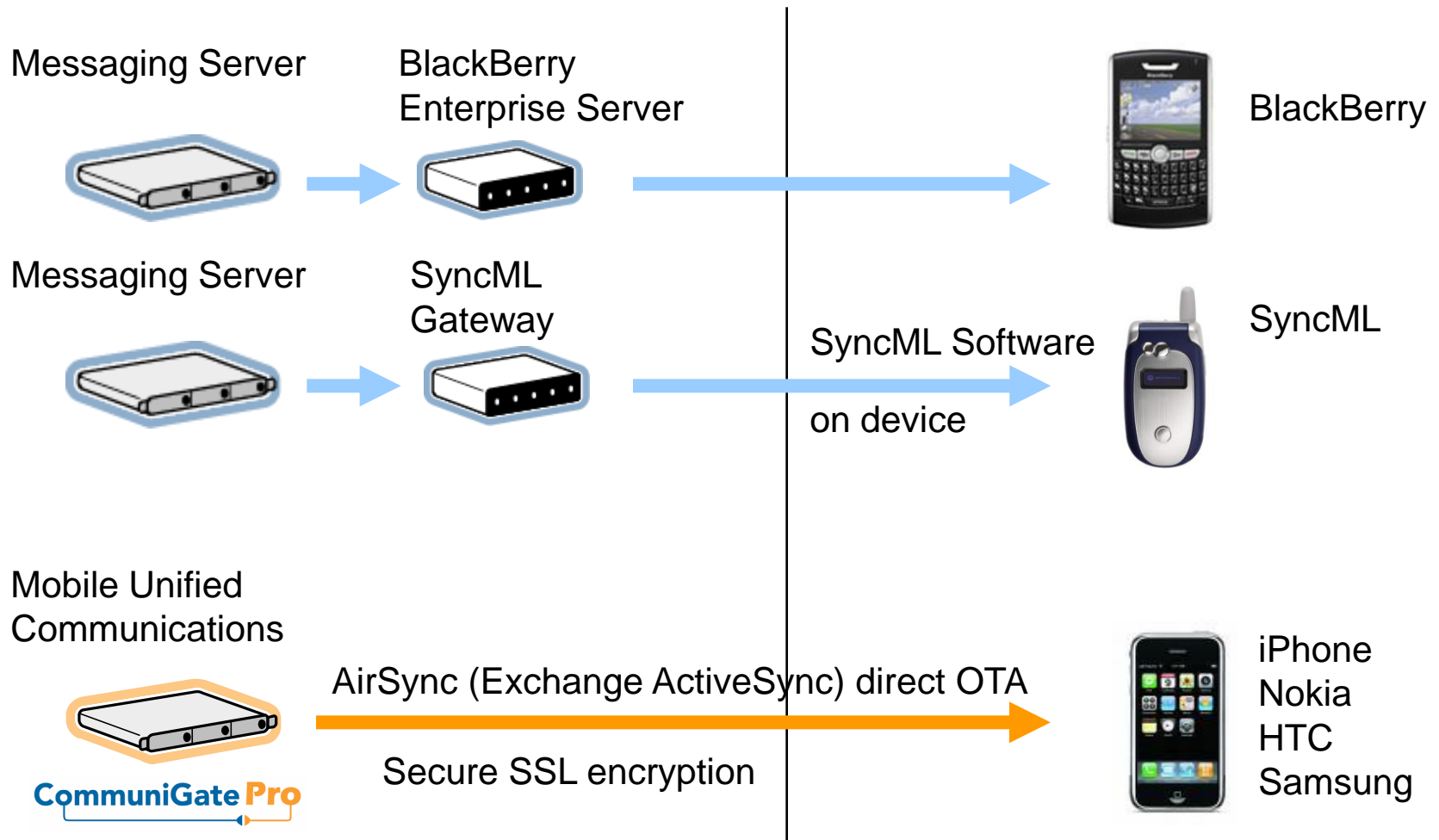
Build Your Modular Packages

	ISP 1	ISP 2	ISP 3	Mobile Office
Domain name	Yes	Yes	Yes	Yes
Storage	600 MB	500 MB	500 MB	500 MB/User
Data usage	10 GB	10 GB	10 GB	Unlimited for mail
Accounts	50	25	Unlimited	5
Prices Per Year	90	150	55	72.*
E-mail Security	Yes	Not mentioned	Not mentioned	Yes
Groupware and IM capabilities	No	No	No	Yes
Integrated with mobile phone	No	No	No	Yes

*: 6 € per month for the Small size Business Bouquet

Core Value Proposition

- **Business Value**
  Mobile Office is an out of the box new VAS solution in the Data/Internet space that is targeting small and micro businesses with an offer that typically is provided by traditional ISPs that the Mobile Operator can implement with a very good timing and low setup cost.

- **Technology Value**
  Flexible, extensible and integrated Unified Communications SaaS delivery platform specifically designed for carriers with the right APIs for billing and provisioning.

- **Financial Value**
  Well-known platform, from a trusted and stable company, with flexible usage model commercial options to reduce CAPEX.

- **Operational Value**
  Highly efficient platform with zero downtime for change management and single system image management.

Thank You

- Try Pronto! with Mobility live at www.TalktoIP.com
- Learn more about Mobile Office at www.communigate.com/mobile