



The Mobile Office

Your office in the pocket - anywhere, anytime

Deliver Unified Communications as SaaS to the SME

Sara Radicati, CEO, The Radicati Group Inc.

Jon R. Doyle, VP Business Development, CommuniGate Systems

Joel Smith, Co-founder and Chief Technology Officer, AppRiver

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 ActiveSync 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 Services Why Mobile Office? Help

Remember Me

Your Virtual Mobile Office

Instant Messaging E-mail Address Book Calendar Shared Files Push Mail

Presence services keeps you in touch and let's you know when to IM, call or just send e-mail!

- Complete communications package for the Small to Medium Business delivered by SaaS
- Provided by your Mobile Operator and coupled with your mobile handset!
- Fixed Mobile Convergence; access by Flash desktop client or the Mobile
- Access anywhere, anytime, even on the Mac!
- Mobile Operator hosts the customer Domain and everything that wraps around it!

Mobile Office
Instant Messaging
E-mail
Address Book
Calendar
Shared Files
Push Mail

Other Services
Rich Media
Web Site New
Custom Applications

Support
FAQ
Open Ticket
Comments

24 x 7 Support
415.383.7164

Mobile Office Registration example

mobile OFFICE

Questions on Mobile Office?
Chat with us LIVE

Sign up for Your Virtual Mobile Office

 E-mail

 Address Book

 Calendar

 Instant Messaging

 Shared Files

 Push Mail

Register Your Domain

Domain Name:

Get Started NOW Domain Name Availability

E-mail:

Confirm E-mail:

Password:

Confirm Password:

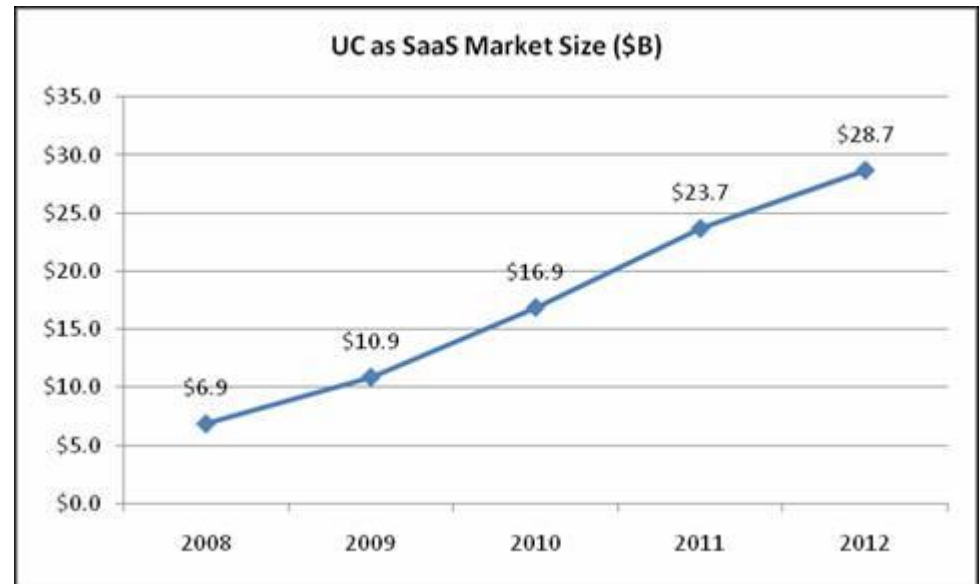
Your Name:

Phone Number:

The UC as SaaS Market

The Radicati Group:

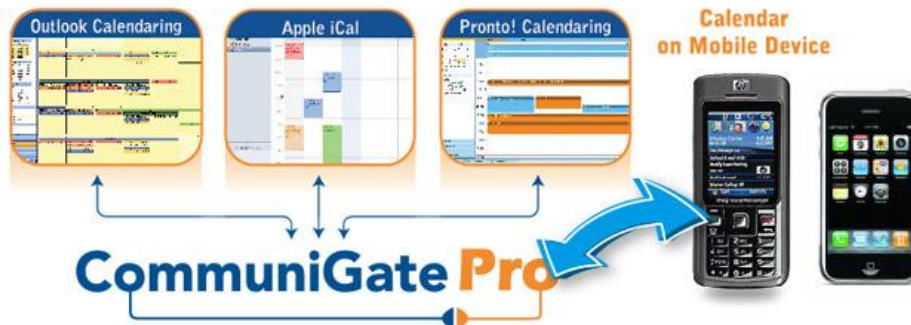
- The Hosted UC Service Provider market is expected to reach 46M subscribers in 2008, and grow to 136M subscribers by 2012 (including both business and consumer customers).
- Revenues for Hosted UC Services are expected to grow from \$6.9 billion in 2008, to \$28.7 billion in 2012.



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

mobil 

isim gir


şifre

dil

Use Proxy-Safe mode
şifrenizi unutmuşuz mu?

giriş

Turkcell ile hayatınızı senkronize edin.



mobileOFFICE
Services | Why Mobile Office? | Help

Your Mobile Office



Mobile Office: Your needs Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse facilisis massa sed magna. Phasellus vitae nibh. Duis felis. Suspendisse diam turpis, mollis sed, condimentum ac, ultrices non, tortor. Ut convallis porta ipsum. Maecenas placerat. Vivamus suscipit semper mauris. Aliquam erat volutpat. Sed eros magna, ultrices ut, rhoncus in, viverra in, sem. Vivamus mattis sem non nibh molestie pellentesque. Nulla facilisi. Sed eget est eu magna dictum volutpat. Donec fincidunt. Nulla fermentum tristique nulla.

24 x 7 Support
415.383.7164

mobilOFFICE John
2% of 30.0M
Settings IM Log Out

New
Delete
Reply
Reply to All
Forward
Move into...
Copy into...

Sun, 11-Jan	INBOX (5)	IM
E-MAIL	From Subject Size Received	Online
INBOX	Andrea Kimpfl Good article in tmcnet - Mobility To Mark 3K 8:28 AM	Buddies
History	Andrea Kimpfl Good reading : TMCnet.com News Alert : 2K 8:27 AM	Andrea
	Erwin van Dui Best wishes 5K 8-Jan 7:53 AM	Andrea Kimpflinger
	Carlo Petrolo Our Next Rich Promotion has Arrived: Nig 29K 8-Jan 7:26 AM	Offline
	carlo petrolo Weekend 519K 8-Jan 7:26 AM	Carlo

Good reading : TMCnet.com News Alert Service for 01/10/2009: "CommuniGate Systems"

Andrea Kimpflinger <akimpflinger@communiGate.com>

To: <john@mobilofis.talktoip.com>

Hello,

These are the stories from the past 24 hours matching your selected keyword, "CommuniGate Systems":

Uc Delivered By Saas White Papers
<http://www.tmcnet.com/unified-communications/1108/uc-delivered-by-saas-white-papers.htm>

CommuniGate Pro

Global Address Book from Fixed to Mobile

The screenshot shows the Pronto! web interface in a browser window. The address bar shows 'http://domain.com/Pronto/'. The page title is 'Pronto!' and the user is logged in as 'josh@domain.com'. The interface includes a navigation menu with options like 'New', 'Delete', 'Move into...', and 'Copy into...'. The main content area is divided into two sections: a left sidebar with a calendar and navigation options, and a main area displaying a list of contacts and a detailed view for 'Anderson, Emily'.

Name	E-mail
Anderson, Emily	emily@domain.com
Brown, Daniel	daniel@domain.com
Davis, Christopher	christopher@domain.com
Garcia, Abigail	abigail@domain.com
Harris, Madison	madison@domain.com
Jackson, Emma	emma@domain.com
Johnson, Michael	michael@domain.com
Jones, Joshua	joshua@domain.com
Martin, Sophia	sophia@domain.com
Martinez, Hannah	hannah@domain.com
Miller, Anthony	anthony@domain.com
Moore, Matthew	matthew@domain.com
Robinson, Elizabeth	elizabeth@domain.com
Smith, Jacob	jacob@domain.com
Taylor, Andrew	andrew@domain.com
Thomas, Isabella	isabella@domain.com
Thompson, Olivia	olivia@domain.com
White, Ava	ava@domain.com
Williams, Ethan	ethan@domain.com
Wilson, William	william@domain.com

Anderson, Emily

- Name**
 - Full Name: Emily Anderson
 - File As: Anderson, Emily
- Telephone**
 - Home: (555)555-5555
- E-mail**
 - Work: emily@domain.com
- Address**
 - Home: 555 Main Street Suite #Suite 55, Anytown, California 55555, United States
 - Work: [Empty]
- Note**
 - [Empty text box]

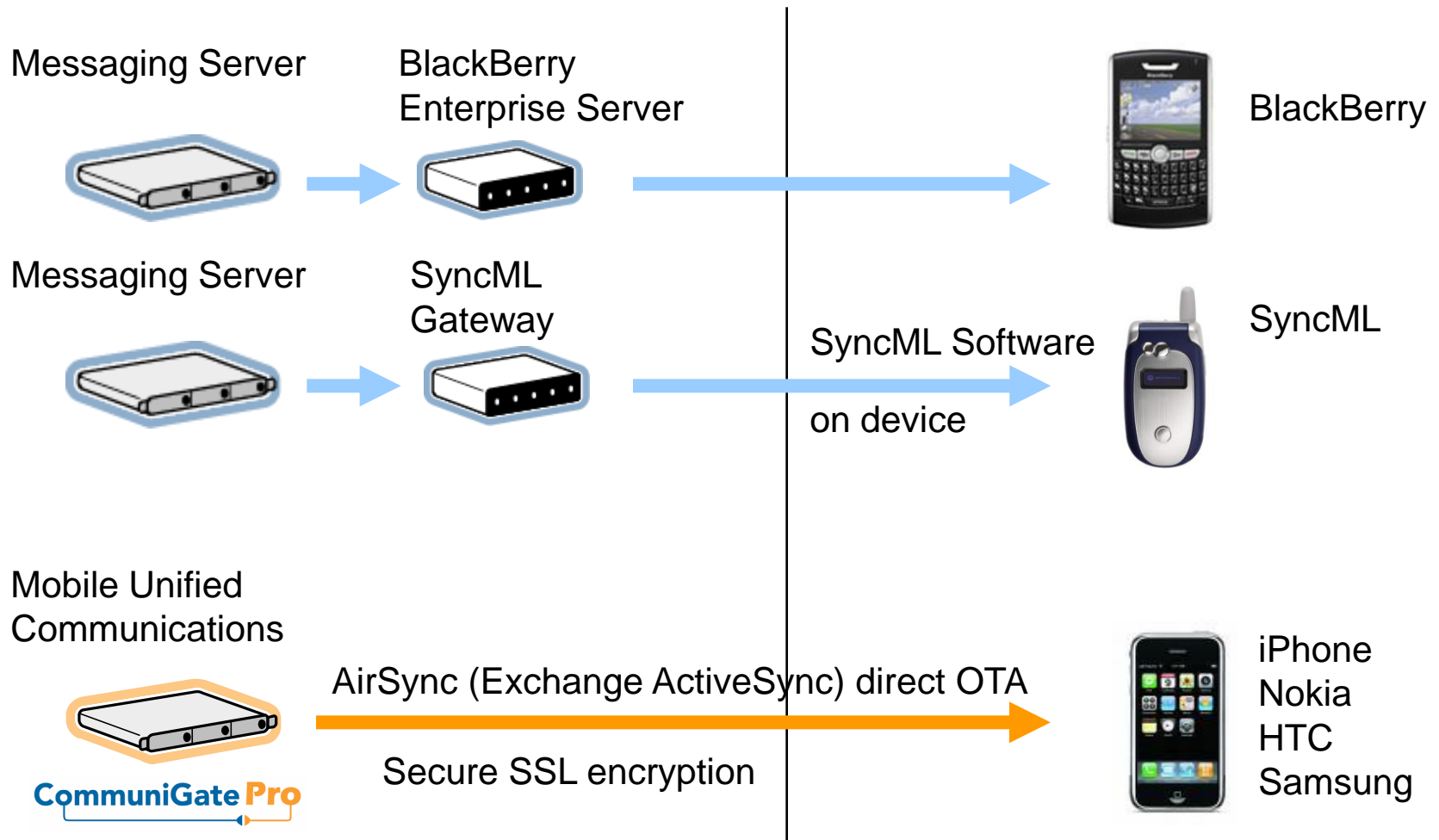
The screenshot shows the Pronto! mobile app interface on a smartphone. The status bar at the top shows 'AT&T', signal strength, Wi-Fi, and the time '11:45 AM'. The app has a blue header with 'All Contacts', 'Info', and 'Edit' buttons. The main content area displays a profile for 'Emily Anderson' with a photo and contact information.

Emily Anderson

- home** (555) 555-5555
- ringtone** Default
- email** emily@domain.com
- home** 555 Main Street, STE Suite 55, Anytown California 55555, United States

Buttons at the bottom: Text Message, Add to Favorites

Architectural Benefits of AirSync



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

