# KINETECH
VOICE TECHNOLOGIES, INC.

MANAGED VOICE SERVICES ARCHITECTURE

Everyone knows the world is going digital and the world of business telephone solutions is no different. Voice-over-IP (VoIP) technology represents the future of voice communications because it enables companies to operate more efficiently by using high productivity features in combination with a low cost infrastructure. Given today's challenging economy, doing more with less is not only smart, it's essential.

However, VoIP technology can be difficult to deploy with the level of service quality and reliability required by most business environments. Inexpensive hosted VoIP solutions provide only best-effort service quality and operating your own IP-based PBX over a network infrastructure designed to carry voice traffic is both costly and complicated. A premise-based PBX system also provides a richer set of telephony features.

So when it's time to upgrade or replace your business telephone system with a solution based on VoIP technology, how does a small to mid-sized company effectively choose between an inferior hosted VoIP service and an expensive in-house system?

The answer can be found in a third alternative – Managed Voice Services from Kinetech. This approach provides the business owner with a solution that delivers the best of both worlds. A Managed Voice Service combines the simplicity of a hosted solution with the quality you expect from a sophisticated in-house phone system using a private IP network.
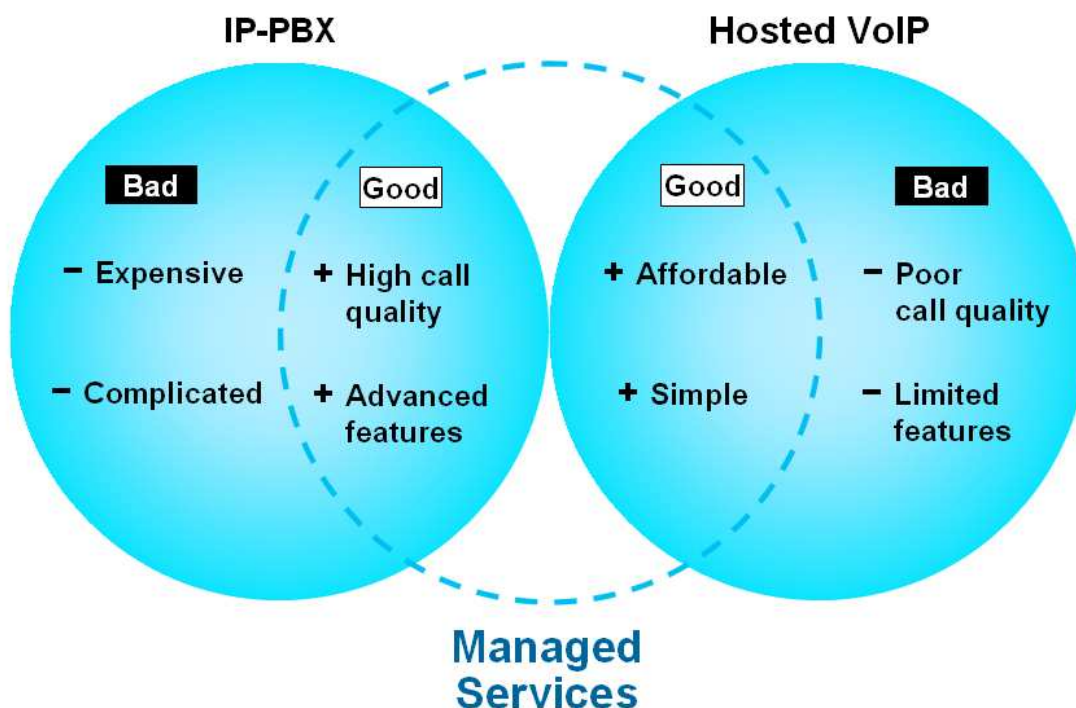
Kinetech's Managed Telephone Voice Service is cost-effective. For a flat monthly fee, your company will realize the benefits of an all inclusive voice service designed to meet your specific requirements allowing you to modernize your phone system and control your expenses at the same time. All of the telephone equipment, system software, network resources, and carrier services related to the operation of your phone service are provided and supported by Kinetech.

Think of us as your very own telecommunications department. Kinetech is a one-stop source for supporting all of your voice communications needs. We are an industry leading provider of communications services to communities across the country. Whaleback is a pioneer in the development of premise-based IP telephony technology and VoIP quality management systems and we have developed an award-winning IP telephony solution that combines advanced features and state-of-the-art equipment with unparalleled service quality at an affordable price.

DESIGNED FOR QUALITY AND AVAILABILITY

The CrystalBlue Managed Voice Service is designed from the ground up to deliver high service quality and continuous availability. The architecture is a unique blend of premise-based IP-PBX systems and centralized service quality management. Installing an IP-PBX on the customer premise allows Whaleback to uniquely customize the system configuration for each customer while centralized management systems remotely monitor the health and performance of each location from the Whaleback Network Operations Center (NOC).

This premise based approach provides local survivability. In the event of a major system outage, your voice traffic will be re-routed to an alternate co-location facility to ensure uninterrupted service. And with OrcaVision, Whaleback's sophisticated Voice Quality Management System (VQMS), potential problems with voice quality are detected and corrected before they impact the quality of the telephone service experienced by your employees or your customers.
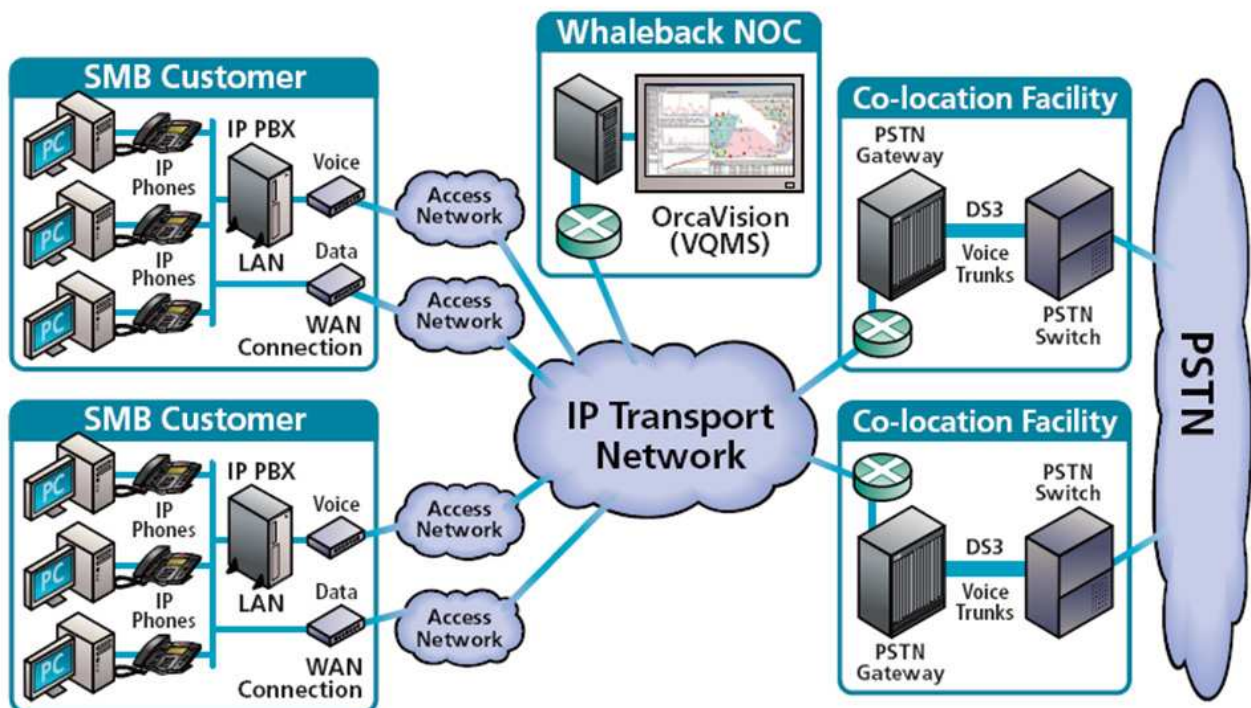
Whaleback's CrystalBlue Voice Service allows you to focus on running your business—and not on running your phone system. You can rely on a managed service and take advantage of the latest features and technologies without the need for self-managing an IP PBX or waiting for the phone company to launch new features that address future requirements.

AROUND THE CLOCK MONITORING

Our Orca Vision software provides network visualization, automated problem detection and correction, drill down diagnostics, and centralized management that facilitate a managed quality of service.

We achieve unmatched uptime through a layered strategy of Carrier and WAN redundancy along with DID fail-over. This insures that you will receive unparallel voice quality and on-going phone service. We load share our traffic with multiple Carrier Partners for network resiliency, our patent pending Redundant Array of Independent Links (RAIL) provides resiliency on WAN links while our Gateway Switches allows for DID fail over in case of a catastrophic failure.
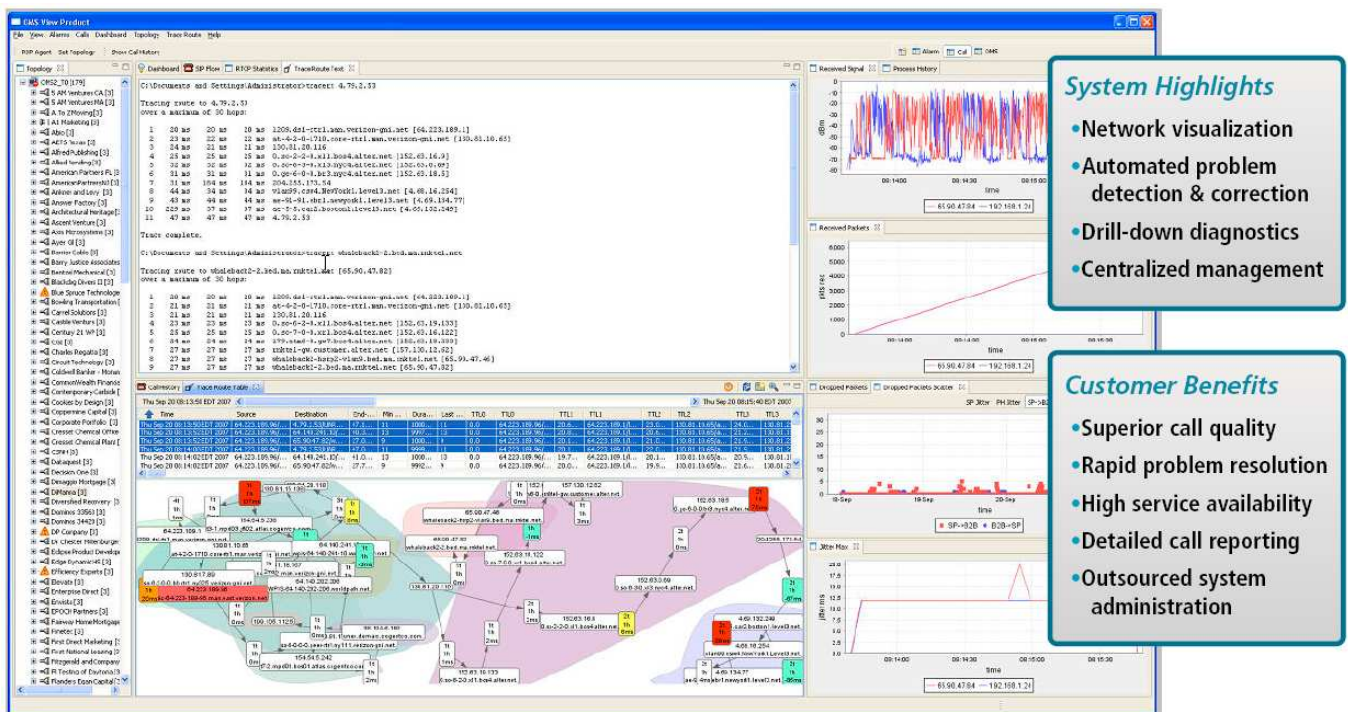
Each customer system continuously feeds real time information back to the network operations center, where it is readily available on the desktop displays of network engineers and on wall-mounted, large-screen displays for easy identification of any possible network issues.

Whaleback network engineers monitor the status of each customer system and quality of each call, and sophisticated alarms and events are used to proactively troubleshoot network operations to identify any potential issues before they impact IP telephony service.

Centralized monitoring and highly automated troubleshooting allow Whaleback to deliver the quality of service needed by today's discerning business customer.

Compared to Other Systems

Hosted solutions as well as solutions that are offered by the Telcos and Cable companies are in essence "residential" products that have been modified with an attempt to meet the needs of the small to mid size business market. These solutions are not fully managed end to end for quality and reliability. Also, should problems arise, the business is given a support number to call that usually does not provide the response time required by a business. Many times the same support staff that takes residential calls will also take calls from the business.

The Whaleback solution was designed from the ground up **for the business market**, with the specific needs of the business as top priority- from quality and reliability through around the clock monitoring and support. And, lets not forget the strong feature set.

Lets take a close look at how the Kinetech's Managed Solutions are different than Traditional Premise Based Systems and Hosted VOIP Solutions:

VOICE QUALITY

- ➢ **End-To-End Quality Monitoring**
- ➢ **Managed, Dedicated Tier 1 Voice Only Network**

AVAILABILITY

- • **Redundant systems for reliability**
- • **Automatic re-routing of calls to backup telephones**
- • **Around the clock Network Monitoring**

BETTER VALUE

- ➢ **Flat rate, all-inclusive, fixed monthly pricing**
- ➢ **Includes maintenance, warranty, changes**
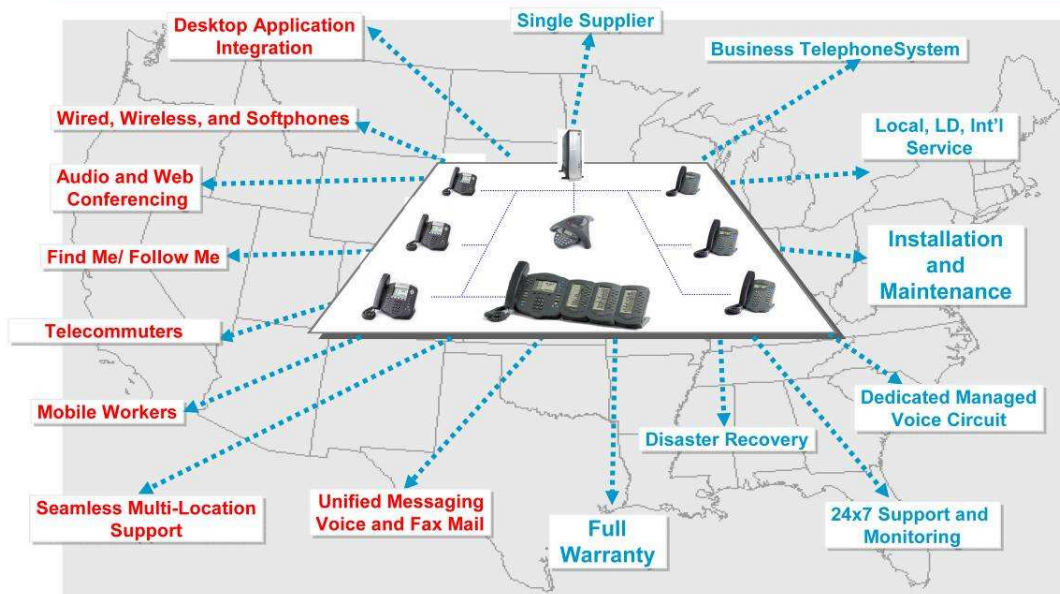- ➢ **Feature Enhancements are Included**

ADVANCED FEATURES

- ➢ **Integrated Audio and Web Conferencing**
- ➢ **Integrated Fax**
- ➢ **Advanced Key System and PBX Features**

CUSTOMER SERVICE

- ➢ **Fully Managed Equipment and Service**
- ➢ **Around the Clock Support**
- ➢ **Local Premier Partner**

WHAT'S THE BOTTOM LINE

> ➤ **Nothing Else To Purchase**

> ➤ **No Fees for Moves, Adds, and Changes**

> ➤ **No Cost for Yearly Maintenance Agreements**

> ➤ **Nothing for Your Staff to Manage and Maintain**

> ➤ **No Worries About Quality, Reliability, and Uptime**

> ➤ **No Telephone Bills or Usage Charges to Reconcile**

> ➤ **Nothing to Update or Upgrade**

> ➤ **No Equipment to Become Obsolete!**