

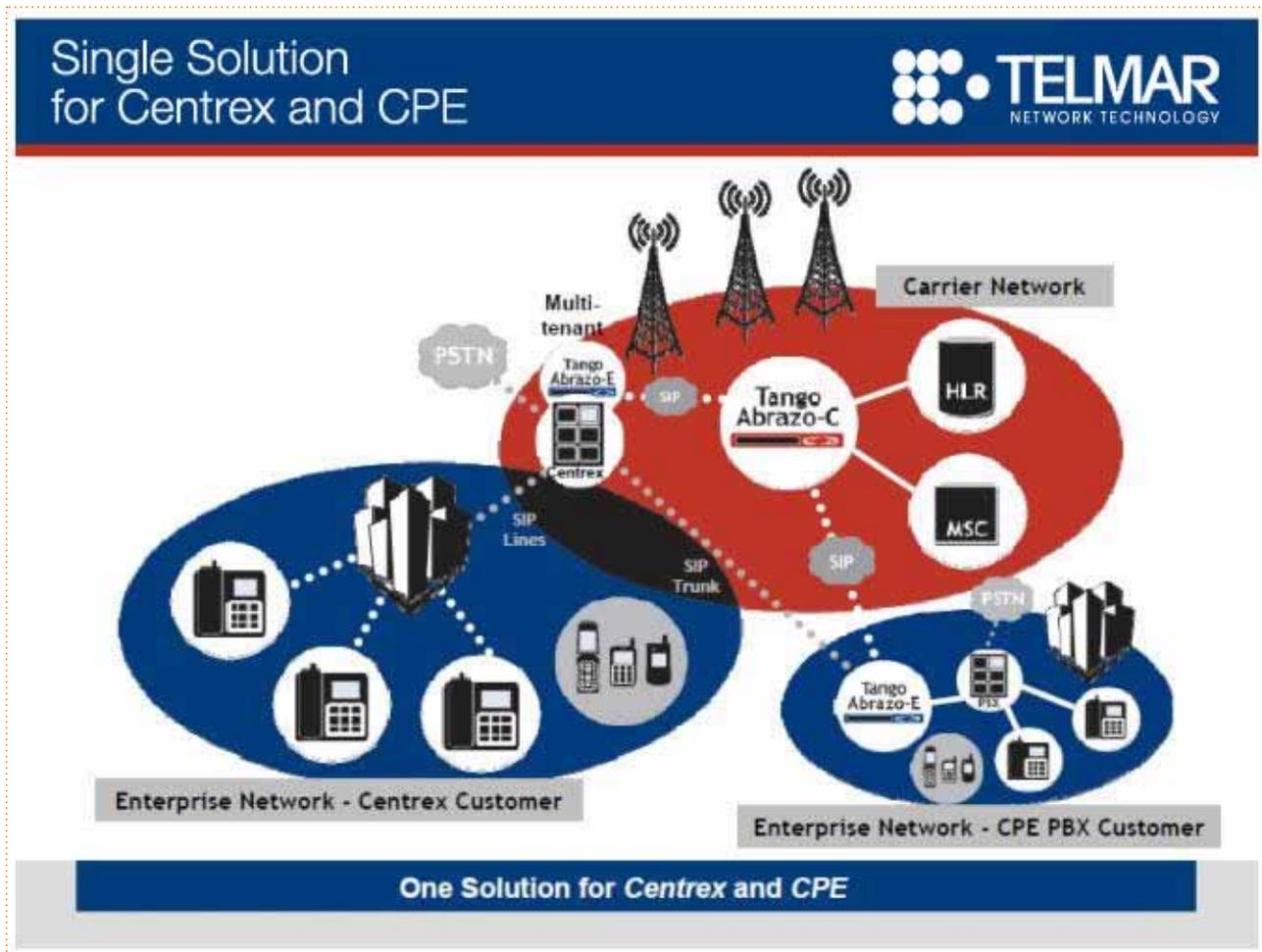


Taking Enterprise Fixed-Mobile Convergence to the Next Level of Service in the Islands

By: Telmar Network Technology

Even in a tough economy, it's possible for wireless carriers and enterprises to find a solution that benefits all stakeholders including the end users. The Tango Networks' Abrazo™ mobile Unified Communications (mobile UC) is just that solution which utilizes the best of the carrier network and the best of the enterprise voice communications network, marrying the two to create a truly unified communications/fixed mobile convergence experience.

The Tango Abrazo extends the features and functions of an enterprise's IP-PBX or UC Platform to any mobile phone, creating a Fixed-Mobile Converged Unified Communications (UC) environment. Now an enterprise can easily manage its mobile communications along with rest of their fixed voice, data, and unified communications network. Not only does this make their communications network more efficient, but it helps save both OPEX and CAPEX for the enterprise.





Creating a Robust Fixed-Mobile Unified Communications Environment

While enterprises need a cost-effective, easy-to-manage communications network that integrates their fixed and mobile communications capabilities, wireless carriers are searching for the solution that will provide a customized solution for their customer, the enterprise. While a fixed-mobile UC solution would help generate revenue for the wireless carrier, it will also build customer loyalty and satisfaction.

The Tango Abrazo solution allows a wireless carrier to integrate the wireless network directly into a PBX platform. Customized to the enterprise while standardized to the operator, now the wireless carrier can offer their mobile service even over fixed handsets, providing a low-cost, flexible solution to their enterprise customers.

A “win-win” solution for both the wireless carrier and enterprise, with a fixed-mobile UC environment:

- The mobile handset becomes a PBX/UC phone
- The mobile handset has the same number as the desk phone for incoming and outgoing calls
- No smartphones, handset clients, or data subscription are required
- No call setup delays are experienced
- There’s a single voicemail box with true MMI
- Active Call Move is a standard feature
- Rapid access to mobile network services

This solution cost effectively integrates mobile phones with enterprise unified communications networks such as Microsoft’s Office Communications Server, Cisco Unified Communications Suite and virtually any IP-PBX or TDM-PBX based voice network.

End User Benefits

Accessibility

A single number, single voicemail box with integrated MWI and enterprise calling line ID delivered from the mobile phone

Ease of Use

A mobile phone behaves like an enterprise desk with transparent access to all PBX features

Productivity

Improved reachability, improved first-call completion, access to corporate directories and integration with enterprise business processes

Seamless Communication

Seamlessly move calls from a mobile phone to a desk phone and back

Mobile Operator Benefits

Increased Revenue

Grow the community of eligible cellular phone users

Increased Customer Loyalty and Satisfaction

Lower churn, lower cost savings for the enterprise and service differentiation versus competitors builds enterprise-wide, long-term strategic relationship

Enterprise Benefits

Manage Mobile Communications

Integrate, manage and control mobiles phones the same as enterprise fixed communications

Manage Costs

Match the right device and the right functionality with the right employee

Save OPEX

Leverage investments in an existing communications infrastructure

Optimize Usage

Optimize mobile phone usage and avoid deploying little used desk sets





Everyone Benefits: From the Carrier to Enterprise to End User

The wireless carrier deploying the Tango Abrazo can leverage its relationship with an enterprise to offer a fixed mobile convergence/unified communications solution, opening the door to enterprise-wide agreements, reducing customer support demands, decreasing churn, and growing market share. It is an effective counterpoint to enterprise-driven moves toward voice over Wi-Fi or other convergence solutions that move minutes off the carrier's network.

The wireless carrier is now placed at the center of the "value chain" in this win-win solution. The carrier will see increased revenue through the growth of the community of eligible cellular phone users; desk set replacement or avoidance to purchase new equipment by the enterprise.

For the enterprise, the Tango Abrazo creates an unprecedented level of control over mobile phones to enable enterprise mobility. By leveraging the internal corporate network, mobile callers can use convenient four- or five-digit dialing for internal calls, while the IT department can enforce corporate policies for wireless phone use, utilize least-cost routing plans, and track, monitor, and record all wireless calls, just as it can calls from corporate desk phones. Not only can enterprises achieve significant cost savings, but can generate tremendous gains in productivity, accessibility, and customer satisfaction for their fixed mobile convergence/unified communications strategies.

Even the end user benefits through a fixed-mobile UC solution. Its seamless functionality and robust features is an easy-to-use communications solution that will result in increased productivity and quick accessibility.

Telmar Tangos with the Abrazo

Telmar Network Technology and Tango Networks entered into a multifaceted global agreement to provide the Abrazo Mobile UC solution in Central and Latin America. Telmar offers a turnkey solution for the wireless carrier and enterprise by selling the Tango Networks Abrazo platform, providing repair of out-of-warranty equipment and offering Spare Parts Management services.

Telmar's Spare Parts Management programs help wireless carriers and enterprises reduce inventory carrying costs and total cost of ownership without reducing their networks reliability or performance.

In addition to the Abrazo Mobile UC Solution, Telmar helps companies get the most out of their business and corporate communications investments by offering multi-vendor repair and replacement programs that can save up to 40% of a current budget.

Telmar specializes in extending the performance life of enterprise and CPE equipment by repairing current faults, replacing deficient components, upgrading to current specs, and testing to OEM specifications. All testing and repairs are managed by OEM-qualified technicians at one of Telmar's state-of-the-art OEM service and repair facilities. All repairs are backed by at least a one-year warranty, no matter if it's out of or under manufacturer warranty.

Telmar also offers the highest quality remanufactured, new and blended enterprise product solutions to keep your critical systems functioning longer and to help meet your technology deployment needs including:

- Servers
- Test equipment
- Telephones
- DSL/cable modems
- Set top boxes
- Key phone systems
- Private branch exchanges

About Telmar Network Technology

Telmar Network Technology is an affiliate member of CANTO, Caribbean Association of National Telecommunication Organizations; and its subsidiary, TEL-NT, is a member of ABINEE, the Brazilian Electrical and Electronics Industry Association.