



SKyCOM

Product Overview

*VoIP unified communications integrated with
Novell® GroupWise®*

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Agenda

- Market and company
- SKyCOM
 - Product overview
 - Product features
 - Product value
 - Roadmap
- SKyCOM Demo
- Q & A
- Win a Swiss souvenir!

SKyPRO Company Description

- Founded March, 1987
- Focus on Novell (Identity Management)
- Custom programming and large-scale systems integration and implementation
 - Connectors to Novell *eDirectory* from other systems
 - *SKySec* Certificate Driver for Novell *Identity Manager*
 - Projects can involve *millions* of identities
 - Deep technical expertise
- First commercial Software Product introduction 2008
 - *SKyCOM* VoIP unified communications client for GroupWise
 - Cisco Unified Communications Manager Driver for Novell Identity Manager
 - FaxGwise (New! - March 2009)

SKyPRO Clients

- Banking
 - Credit Suisse (CS), Switzerland
 - UBS, Switzerland
- Finance
 - **SwissCard (credit card provisioning)**
- Insurance
 - Helsana, Switzerland
 - Helvetia, Switzerland
 - Kessler & Co. AG (Insurance Broker)
- Communications
 - Swisscom

SKyPRO Clients

- Software companies
 - Novell
 - Microsoft Switzerland
 - Microsoft EMEA
- Food
 - Baer (Cheese), Switzerland
 - Hilcona
- Energy
 - Kernkraftwerk Gösgen (Atomic Reactor), Switzerland
 - PanGas, Switzerland

SKyPRO Clients

- Government
 - 5 Kantons (Counties) in Switzerland
 - 3 Stadte (Cities) in Switzerland
- Media
 - SRDRS (Swiss National Radio)
 - More than 80% of all Swiss private radio stations
- Pharma
 - Wyeth Pharmaceuticals
- Steel
 - vonRoll Inova

Market Problem

- Companies all over the world need to cut costs without sacrificing competitive strengths to survive in current economic climate
- Companies must improve productivity and lower cost
 - Outsource manufacturing, support, other functions to low-cost regions of world
 - Partner with other companies to provide competitive solutions
 - Employees traveling more
 - Employees working from home to communicate with partners in different time zones
- Companies can utilize new technologies to achieve goals

Market Opportunity for VoIP

- VoIP is new technology that can dramatically lower a company's telecoms costs
- VoIP becoming increasingly popular with consumers
- VoIP technology is "ready for business" since bandwidth cost and availability is no longer an issue
- VoIP can be implemented without disruptive infrastructure changes
 - Businesses prefer a "soft" implementation of new infrastructure

SKyPRO Mission

- GroupWise is a good product
Sara Radicati says: „(with GroupWise 8) Novell raises the bar on personal productivity with a highly connected collaborative workspace ..”
- SKyPRO’s mission is to provide VoIP products and services that lower communications costs and increase employee productivity and convenience

SKyCOM 1.0

product overview

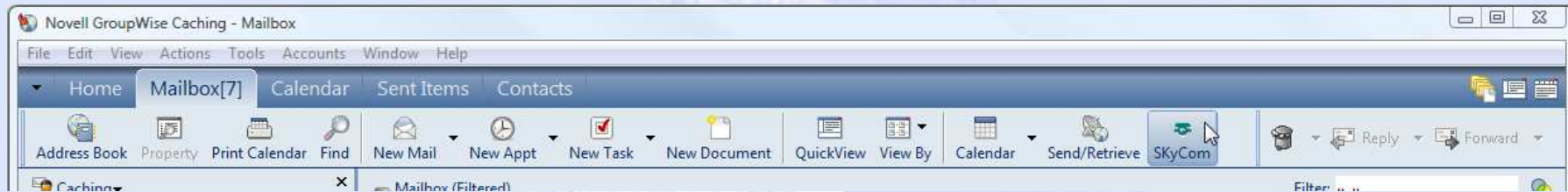
SKyCOM Product Description

- “Softphone” VoIP client that integrates with Novell GroupWise 7 and higher
- Includes all standard VoIP functions for unified communications
- Adds productivity features

SKyCOM Key Product Features

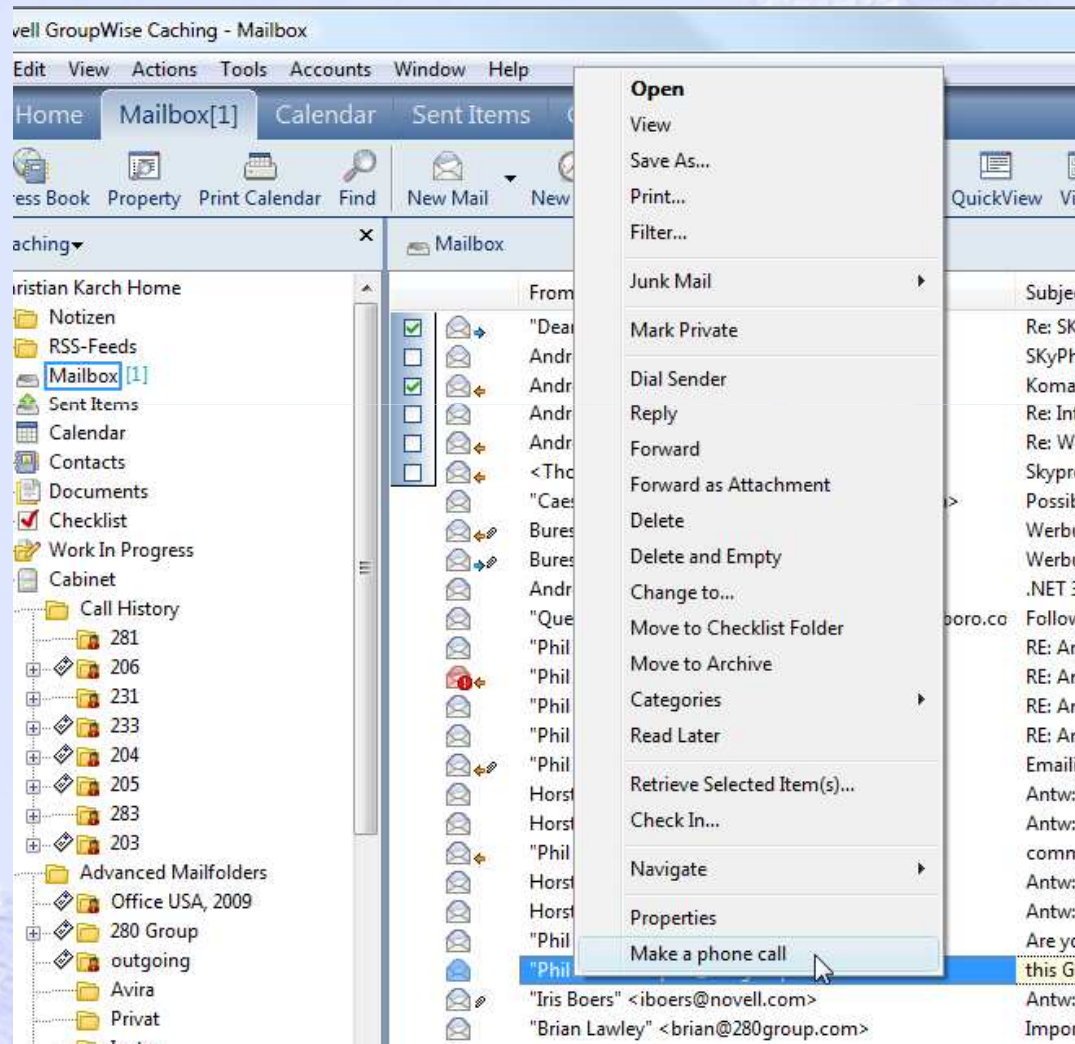
- Free calls to all other phones within the company network, regardless of location worldwide
- Local and long-distance calls to phones outside the company (VoIP or non-VoIP, wireless)
- Conference calls (up to 7 participants)
- Call transfer and connection
- Call timers, Call recording
- Presence display
- Six phone lines
- Full access to GroupWise address books
- Call history stored in GroupWise

SKyCOM Fully Integrated With GroupWise



- User can select SKyCOM as easily as Address Book, Inbox, or Calendar
 - Convenient and quick to use
 - Similar user interface minimizes user training requirements

User Sends Email And Makes Phone Calls With Same Interface



- Enhances productivity and convenience
- Easy to use

User Can Choose From Six Phone Lines To Make Calls And Set Up Conference Calls



- User can set up phone conferences for up to seven people
- Very easy to set up conferences worldwide

SKyCom Product Architecture

- Standard Windows application running on XP or Vista
 - Soundcard
 - Speaker/microphone or headset
 - *GroupWise 7.0* client or higher
 - *GroupWise* server 7.0 or higher
 - *MS .Net 2.0* or higher
- SIP server
 - *Asterisk* open source software telephony server
 - Any PBX that supports VoIP/SIP

Product Technologies and Standards

- Session Initiation Protocol (RFC 3261 and updates)
- Real-Time Transport Protocol (RFC 3350)
- SOAP (W3C Recommendation, v 1.2)
- SSL (RFC 4346 and related)
- C3PO GroupWise API
- MS .Net Framework 2.0

Maintenance-Support-Training

- SKyPRO and resellers will provide full support for SKyCOM
- Online forum and Email support worldwide 24/7

Product Value

Product Benefits -- to User

- Improved productivity
 - Single interface for all communications
 - Track (history)all communications with any contact or phone number easily
 - Easily add a note to any phone conversation
 - Synchronize notes with GroupWise

Product Benefits -- to User

- Enhanced convenience
 - Use PC for all communications
 - Take notes during conversation and store in GroupWise
 - Detailed notes can be added after a phone call.
 - Phone call reports can be forwarded via email.
 - Easily review past conversations or notes
 - Use existing contact data to make phone calls
 - Mobile users always “in the office” worldwide

Product Benefits -- to Company

- Lower corporate communications costs
 - Free calls to all other phones within company network, from hotel rooms, airports, meetings, etc.
 - Low cost VoIP rates for long distance and international calls
 - SKyCOM costs less and is more functional and integrative than IP-phone (Hardware)

Product Benefits -- to Company

- Reduction in hardware, infrastructure, and support costs
 - PC client replaces expensive IP phone
 - No need to upgrade obsolete analog PBX
 - Expensive proprietary SIP PBX not required
 - Utilize existing network cabling for VoIP
 - Eliminate separate phone line cabling infrastructure and provisioning for phone number changes
 - Software deployment much faster than installing new or additional IP phones
 - Support through existing in-house IT staff

Product Positioning

- First Voice over IP calling solution integrated with Novell GroupWise
- Delivers improved user productivity and convenience, while lowering costs for companies
- Unlike solutions from PBX and networking vendors, SKyCOM uses PCs and laptops and requires no expensive IP phones or proprietary PBX

Competitive Advantages

- Value-added features found only in soft phone
- Uses existing GroupWise contact data
- No IP phone hardware necessary
- No SIP PBX hardware required

Cost....

- Example small company in CH
 - Traditional phone system
 - Cost > 150'000 €
 - GroupWise Integration = none
 - Limited scalability
 - SKyCOM and Asterisk
 - Cost approx 25'000 €
 - GroupWise Integration = yes
 - Scalability: from 1 user to 20'000 simultaneous phone calls

SKyCOM Roadmap

SKyCOM Roadmap

- Expand SKyCOM until end of 2009 into general communications platform
 - Fax → FaxGwise 4.0
 - Video calls
 - Instant messaging und SMS
 - Skype integration
 - Voice call encryption
- Services und Gateways
 - Hosted PBX
 - Asterisk connector for eDirectory/LDAP

More about SKyCOM

- *Learn* more about SKyCOM
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