



Unlock SMB Working Capital With PanTerra's WorldSmart On-Demand

About PanTerra Networks

PanTerra Networks is a leading provider of on-demand unified communications Software-as-a-Service ("SaaS") for the small and medium sized businesses. The Company's WorldSmart solution integrates voice and IP calling, PBX and call-distribution services, instant messaging and multimedia conferencing, with options for advanced collaboration and ACD/call center support. WorldSmart's ability to tightly integrate with other business applications like Salesforce automation, make it an ideal productivity tool. PanTerra's service-based, hosted on-demand delivery keeps capital investment low and aligns operating expense to business value. WorldSmart services are co-branded and re-sold exclusively through service providers, distributors and resellers. The Company is headquartered in Sunnyvale, California. For more information, visit <http://www.panterrannetworks.com> or call +1 408.702.2200.

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1. Introduction

The communication service industry is in transition. In the past decade small and medium sized businesses (SMBs) have been struggling with their communication service providers as well as their on-premise communication infrastructure in the areas of service delivery, ongoing maintenance, and monthly expenses—which are skyrocketing. SMBs do not have the same luxury as large companies to afford large expenditures for their communication infrastructure.

The concept of Software-as-a-Service (SaaS) opened up a whole new horizon for SMBs—from customer relationship management to simple travel planning. SaaS enables faster and flexible service delivery to eliminate the bottleneck between supply and demand. However, this has not been as easy in the unified communication service market due to the complexity of communication systems and protocols. Mission-critical voice applications are especially challenging, in light of the need for voice, data and video convergence.

Traditional telecommunication carriers have long been playing a dominant role in offering communication services. Yet they have to obtain licenses from their software vendors in order to deliver services. The cost of software licenses and facilities, along with high maintenance expenses, results in a significant outlay of financial resources. These, of course, will all be translated to the SMB's monthly service bills.

This whitepaper will address how SMBs are drowning in today's painfully expensive communication infrastructure, and how PanTerra Networks is transforming the communication service landscape by enabling SMBs to quickly access services, pay as they use, and consequently maximize productivity, enabling them to focus on their core objectives and achieve their business goals.

2. SMB Challenges

Small and medium sized businesses have long been frustrated with the amount of time, effort and money wasted deploying and maintaining traditional communication services and applications, as well as with interfacing with the phone companies for services. They are drowning from the expense of on-premise equipment—whether it is PBXs or IP-PBXs—as well as the significant monthly bill.

Unlike large companies with substantial infrastructure budgets, SMBs are restricted by budgetary constraints. Oftentimes SMBs are facing the same increasing competition as large organizations and have zero tolerance for internal inefficiencies in a global economic climate. On-premise infrastructure requires a big lump investment upfront that can be financially unrealistic.

On the other hand, the service infrastructures which are deployed are mostly under-utilized. SMBs are not using all the features and functions they have paid for. As a matter of fact, the majority of them are not being used at all.

Even worse, SMBs have to pay a high maintenance fee merely to keep their system running. And if there's a malfunction with office equipment it can be a catastrophe, immediately impacting core business

and productivity. Research shows that the required maintenance and management costs can often be ten times the original purchase expenditure.

3. PanTerra Networks Takes the Hassles off SMBs' hands

PanTerra Networks removes the hassles for SMBs by offering a suite of on-demand unified communication services. Instead of incurring the heavy upfront costs of buying, installing and running in house phone systems such as PBXs or IP-PBXs, SMBs will benefit from a new model that lets them buy communication services the same way they pay for electricity, transfer funds among their bank accounts, and pay for their company cars, with someone else picking up all the capital costs and all the administrative overhead.

3.1 Unique Proprietary Technology

PanTerra is the innovation leader in SaaS unified communication services. Through its cutting-edge technology, PanTerra developed a proprietary SaaS integration platform. It is the “best of breed” unified communication service platform, providing SMBs with a unified and simple user experience through a dashboard administration portal. The on-demand technology delivers lowered total cost of ownership (TCO) and more flexibility in add, move and change services; SMBs can activate and deactivate services in minutes.

The unique design of PanTerra WorldSmart allows SMBs not only to save on costs today, but also to integrate more business applications and services efficiently in the future with the same platform that PanTerra is managing and maintaining. SMBs can start their business with just the communication features they initially need. As the business grows, they can easily activate more services or applications, with the same administration dashboard, the same provisioning & billing, common address book and single, complete operation support system. No one will pay for features they don't use.

The proprietary technology has the agility to quickly enable services from a third party as well, which provides future capability to add more services to the single integration platform. PanTerra Networks does all the heavy lifting to be the single point of contact, providing SMB on-demand unified communication and collaboration services, as well as expanding alliance applications through extensive PanTerra strategic partnerships.

Revolutionizing SMB productivity, PanTerra services are branded as WorldSmart, which includes a suite of voice communication and video and messaging collaboration services via a single user experience. It is a truly unified communication and collaboration on-demand platform that delivers on PanTerra's promise to the SMB market.

3.2 WorldSmart Branded Services

WorldSmart is the world's first and best on-demand unified communication platform, addressing SMBs communication needs without the requirement of on-premise equipment. The unique proprietary technology developed by PanTerra Networks delivers true value to the SMB market.

WorldSmart can be turned up in minutes, without any upfront costs for hardware or software, except the IP phone which every organization has to acquire for IP-based voice communication services. As an

integration platform, WorldSmart offers dynamic service packages to accommodate SMBs' business needs. The core services offered by WorldSmart are:

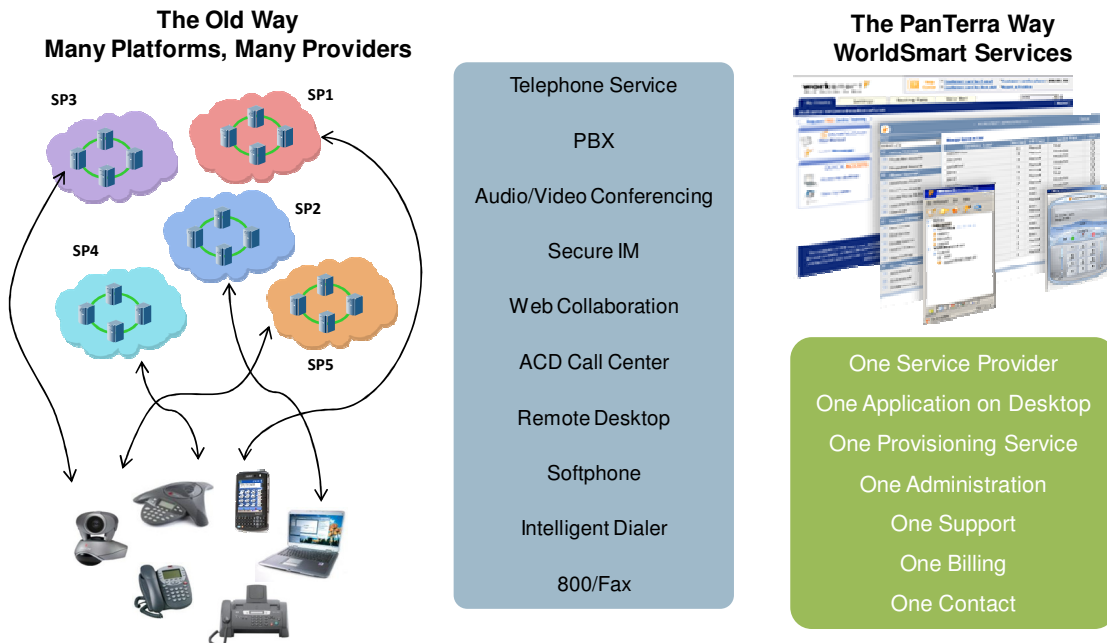
- PBX or IP-PBX telephony features
- Voicemail features
- Messaging and collaboration features
- Call center features

In addition, WorldSmart includes a suite of operation support system capabilities such as billing, provisioning, support, administration, and trouble ticketing, as well as common address books and databases.

WorldSmart provides a single, intuitive, user-friendly dashboard interface, which allows end users to easily configure their service preferences. The platform also provides easy integration and comprehensive reporting and analysis functionality for SMB administration needs. SMBs will be able to work effectively and economically with high employee productivity and efficiency.

The following figure shows the communication services that can be unified and integrated into a single user interface through WorldSmart. Customers worldwide will be able to use WorldSmart services with high satisfaction and low costs.

The PanTerra Way



4. Business Benefits

4.1 Costs Benefits

SMBs can benefit from the SaaS model of PanTerra on-demand communication services in many areas. First and foremost is the reduction of near term costs combined with the maximization of quantifiable long-term economic benefits. The immediate cost saving for SMBs covers the following three areas:

- Up-front capital expenditure
- On-going operational costs
- Service personnel costs

Capital expenditure with the traditional on-premise solution falls into two areas. The on-premise equipment and all related infrastructure components and tools are a big budgetary drain for SMBs. Worse yet, in the case of upgrades or business expansion with capacity increases, more capital investment is required, complicated by end user interruption for add-on features and functions. This is an up-front hard cash outlay.

In addition, deployment requires staff and contract labor to research, design, integrate, test, and put the system into production, yet another significant cost associated with the on-premise solution. In most cases, the SMB's existing infrastructure and new add-on components need to be evaluated in terms of interoperability and compatibility. Ongoing operational costs, including office space and expenses for security can far exceed the initial upfront expenditures. From routine maintenance, support, training and hiring specialists and contractors to troubleshooting, or just keeping the systems running appropriately, these accessory costs have made a large contribution to the total expense of business ownership.

Nevertheless, these expertise requirements have nothing to do with the SMBs' core businesses. Why does an attorney in a small law office have to hire and pay for additional training for an IT person or allocate resources to maintain his phone system or PBX? Why does a real estate agent have to coordinate with a telecom contractor to fix her PBXs or IP-PBXs? This could easily mean the loss of valuable employee time and opportunities.

4.2 Operational Benefits

PanTerra Networks' on-demand Software-as-a-Service (SaaS) model can be quickly deployed. From the business perspective, there will be no need for customers to maintain a specialized support staff. From the end users perspective, the services can be easily mastered with a friendly, intuitive dashboard and self-help manuals. This approach dramatically simplifies and streamlines day-to-day tasks.

Unlike the on-premise service delivery model, which often causes ambiguity regarding responsibility, PanTerra Networks assumes all the support, training, infrastructure and security risks. At the same time, PanTerra Networks' business model is based on a recurring monthly services fee, typically referred to as the "pay-as-you-go" model. Consequently, the entire supply chain is simplified. Channel partners do not have to pay high software license fees to PanTerra Networks, yet are still able to enjoy the benefits of the recurring revenue stream. With this model, end customers will be working with highly motivated and qualified channel partners and will receive better support. SMBs simply cannot afford to be constantly

pulled into disputes and finger-pointing situations among their service providers, on-premise equipment vendors, and value added distributors.

Due to the flexible nature of on-demand offerings, businesses can easily up-scale or downsize with just the right services and features they need to run their offices smoothly. PanTerra Networks' services can be activated or deactivated in minutes, regardless of the business' geographical location and without any time restrictions. This enables customers to more simply manage their business growth.

With the PanTerra Networks on-demand unified communication services delivery model, SMBs can concentrate on their core businesses, instead of having to manage and confront the infrastructure hassles intrinsic to traditional on-premise service delivery. SMBs can enjoy maximized productivity and a substantially reduced total cost of ownership.

5. Future-Proof Integration Platform

PanTerra Networks' WorldSmart is the ideal framework in the SaaS arena to truly revolutionize SMBs' productivity. With this integrated platform, business applications can be easily implemented on a single platform with common provisioning, billing, and other operational support system components. Unlike the traditional on-premise solution, businesses will not have to deploy separate hardware and software systems to accommodate their business application needs.

With the PanTerra future-proof integration platform, SMBs can scale and adjust the applications to their own business needs through one-stop-shopping. This option provides the SMBs with the best long-term strategic value and enables a level of customer satisfaction that can never be achieved with the traditional on-premise solution.

6. Conclusion

For many reasons, it's become crucial that SaaS evolve to meet the unified communication service needs so essential to small and medium sized businesses. PanTerra has delivered on this promise to the SMB market, so that SMBs can focus on their core business rather than on their communication infrastructures.

PanTerra WorldSmart is the ideal solution for SMBs, enabling them to pay as they use services, and to save costs on their on-premise expenditure while avoiding high maintenance and support costs, unlocking their working capital and maximizing productivity. PanTerra's WorldSmart is uniquely designed to revolutionize unified communication service delivery and reduce delivery costs. The proprietary architecture design provides for future applications integration, creating the agility to implement new business services easier and faster than the competition.

It is clear that as SaaS model evolves it will increasingly be adopted by SMBs across applications. PanTerra's WorldSmart is currently available to help SMBs save money on their unified communications. Over time, new integrated applications made through alliances and partnerships via the WorldSmart platform will allow SMBs ultimately to enjoy one-stop-shopping, "pay-as-you-grow" options for all their business needs through one order, one package, one bill, one administration, one database, one address book and one support call.

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