Is Your Business Headed in a NEW DIRECTION?

ACKNOWLEDGE the Need for Unified Communications

Unified Communications (UC) is “all the buzz”. It helps businesses of all sizes to efficiently deliver information in an easy-to-use, consolidated environment. Delays due to human interactions are virtually eliminated, resulting in better and faster responses for the customer, and cost savings for the business.

Unified Communications simplifies collaboration internally between co-workers and externally with suppliers and clients at remote locations. The ability to collaborate in this manner, especially with multi-party video capabilities, all but eliminates business travel and substantially reduces an organization’s carbon footprint.

As a telecommunications supplier, manufacturer and service provider, a Unified Communications strategy is necessary to your operations as well as to providing a completely collaborative solution to your clients. The UC market is best described as the convergence of five current-generation communication offerings that include:

- IP telephony and softphones (traditional PBX architecture replacement)
- Unified messaging (integration of voice mail with e-mail)
- E-mail as a powerful desktop knowledge and contact management tool
- Convergence of separate voice, video and Web-conferencing capabilities
- IM solutions (integration of multiple communication methods)

“Rip and replace” is not the preferred strategy for implementing Unified Communications. Truly interoperable solutions accelerate adoption because customers do not have to deal with customization and integration work. Companies strongly committed to Unified Communications are making their systems open, standards-based, and interoperable. With implementation time, expense, and technical issues at the top of everyone’s list of concerns, the new and emerging initiatives for interoperability are significant.

For companies competing with larger organizations in this area, there is an enormous opportunity for solutions and products that complement the existing offering, have flexible deployment options, and are quickly implemented or integrated with core technologies.

Partnering with iLinc enables companies like yours to capitalize on the growing demand for Unified Communications.
ACCEPT the Value of Web Conferencing to a Complete UC Strategy

A Unified Communications strategy is not complete without conferencing capability, specifically Web conferencing. It is the cornerstone of a complete communications offering, helping businesses of all sizes to efficiently deliver information in an easy-to-use, consolidated environment. Creating, organizing and delivering virtual, relevant meetings is not an option. It is a requirement.

With development teams swamped completing new core products or adding features to existing products, the ability to enhance their unified communication offering with a proven offering is a welcome alternative. That’s why some of the world’s largest and best-known technology companies have already teamed up with, or in many cases acquired, a third party Web conferencing solution, such as iLinc.

So, why is Web conferencing so critical to a Unified Communications strategy? It not only provides value, but increases the services revenue and adds value by contributing to a customer’s return on investment.

Specifically, Web conferencing must:

- Provide an additional revenue stream and solid recurring revenue model
- Add to the managed service portfolio
- Be a low-cost investment (for both provider and user)
- Complement and fill a void in an existing Unified Communications strategy
- Support a shift to all internet-based products
- Require a minimal investment for a huge return
- Help offset shrinking margins
- Increase the “stickiness” factor to maintain customers
- Be simple to deploy, easy to understand, and have a broad use across the client base
- Produce revenue from existing clients as well as attract new clients
APRAISE the Solution and the Partnership—Why iLinc?

iLinc is the industry’s only singularly focused Web conferencing provider.

Web conferencing is what we do:

• We’re not sidetracked by developing other products or working with partners across diverse markets.
• iLinc Web conferencing solutions remain unrivaled in usability, reliability, and security.

iLinc’s conferencing products provide compelling solutions to address the emerging Web conferencing market. Partnering with iLinc provides unique opportunities for your business to enhance its Unified Communications strategy for explosive growth potential and dominating competitive strength in your current market environment.

With a robust application programming interface (API), iLinc technology is designed for easy integration. Virtually any existing product or combination of services can be enhanced. We’re nimble enough to work with you to develop a customized solution that fits into your existing strategy and addresses your target market.

Successful partnerships are not new to iLinc. We have formed and executed strategic and tactical alliances to license our key technologies to support complex and customized solutions. These alliances provide a focused foundation for mutual success, leveraging the combined strengths of the two companies to deliver complete solutions.

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ASSESS the Flexibility of the Company and the Solution

As you look to complete your Unified Communications (UC) strategy or if you are an IP telephony vendor looking for a collaborative solution, look to iLinc. In addition to providing the best Web conferencing product available, iLinc enables business partners to quickly and easily enjoy the advantages. Realize benefits and cost savings for internal deployment and incur profits as a part of your collaboration and communications offerings. We are committed, and yet, flexible in delivering the product you need, the way you need it and with the support you need to make it successful.

As a technology partner, iLinc offers companies generous flexibility defining the business relationship. Partners have the ability to select the best level of engagement; the most logical deployment method and the necessary degree of integration and support.

Your Choice of Engagement Options

iLinc has an option that is best suited to the type of engagement you require.

- Are you a medium or large business with large subscription potentials?
- Do you want your clients and partners to benefit from a leading Web conferencing solution that clearly carries your brand name?
- Do you want an offering that can easily be added to your managed services portfolio – without the hassle of hard-coded integration?

Private label is the way to go. A one-time investment covers customization and implementation services, initial marketing support, and annual maintenance and support fees. Maintain the integrity of your brand and increase the value to your customers and prospects by deploying a private label solution from iLinc.

An iLinc OEM Partnership is the Option for You If:

- You have an application or initiative that you want to integrate with a Web conferencing service.
- You don’t have the development resources or time to do it yourself.
- You’d rather take advantage of proven, industry-leading capabilities than build it yourself.

Capitalize on an iLinc OEM partnership! Embed iLinc’s award-winning Web conferencing solutions into your products and applications quickly and easily.

- Sell wider and deeper.
- Deliver more complete and/or differentiated products.
- Decrease time-to-market with lower, predictable component costs.
- Distinguish your business from your competitors.
- Add industry-leading Web conferencing capabilities to your products.
An iLinc embedded technology drives better competitive positioning and improved win rates. Better utilization increases adoption and loyalty.

**Flexible Deployment Options**
As an iLinc partner, you also have a choice of deployment options that is the best fit for your infrastructure and customers. A subscription-based ASP or total software ownership – you have the option to include one or both of these deployment methods. Either option enables you to drive revenue with little effort.

- Hosted by iLinc (SaaS) - recurring revenue model
- Installed (behind-the-firewall) - one time purchase/annual maintenance and support

**Formal Operation Standards**
iLinc believes in its partnerships. Your success is our success. We have processes and support in place to help you every step of the way, from integration to implementation to execution to sales.

- Fully defined start-up process
- Branding guide and assistance
- Product positioning
- Collateral support
- Complete provisioning services
- Optional support levels
ADOPT/ ACQUIRE the Solution that will Increase your Revenue and Impress your Clients

Regardless of your business model, industry or infrastructure, iLinc offers significant benefits over any other Web conferencing software. The clean, sleek interface makes it easier than ever to host and participate in meetings, conferences, training or support calls. Joining is a breeze. This is an online collaboration environment that actually impresses (rather than intimidates) your guests.

When “Better Than Being There” is What You Want
iLinc’s unlimited video conferencing capabilities enables session leaders and the audience to feel like they are all in the same room, when they may be miles apart. Whether you are watching live video or looking at the participants’ photos, you feel like you are talking directly to the audience instead of to your monitor.

When Reliability is Important
Take the time to compare iLinc head-to-head with our competitors. We will win. The primary reason for this success is that iLinc works in most every environment — regardless of firewall and proxy configurations, user permission requirements, Windows or Macintosh, etc.

When Security Matters
iLinc takes a unique and industry-leading approach to how we implement AES encryption more efficiently. We offer an Advanced Encryption Standard (AES) encryption that can be implemented at 128 or 256 bit. We achieve true end-to-end security by encrypting and decrypting session data at the client level. When joining a live session, the iLinc client downloads an AES encryption key (via SSL to secure the key) and then encrypts all session data using this key. As a result, all session transactions — including text chat, images, audio, video, application sharing data, etc. — are completely secure.

When Enterprise-Level Control is Required
iLinc provides system administrators with enterprise-level control over virtually every aspect of the solution. This easy-to-use Web application enables users with the appropriate permissions to choose between extremely centralized control and/or empowering others via custom authority levels for de-centralized administration. Administrators can configure the system to mirror their own organization’s security policies with just a few clicks. If the approach is to create a collaboration-specific security policy, all the options required are easy to find and implement.

When You Need to Have Your Own Look
Create your own look and promote your brand in the iLinc client and the Communication Center. We offer easy-to-follow guidelines that enable you to produce a look that complements your corporate identity.

When the Product Needs to be Scalable and Flexible
Meetings, conferences, training and support. The iLinc suite includes session modes that enable you to hold one to one or one to many meetings and conferences. In addition, you can set up online education or training as well as manage your call center support calls.

Are you or your customers located outside of the United States? iLinc has localization options available. With a large global presence, the iLinc product supports six different languages. For even more flexibility, iLinc supports both Windows and Macintosh environments.

When it Needs to be Green
The iLinc Green Meter is the only tool of its kind - an automatic calculator inside the iLinc sustainable business Web conferencing software - that tracks CO2, cost, and travel reductions accrued by meeting online rather than traveling. And, it gives you the flexibility to measure the metrics that matter to you: CO2, distance, or everyone’s favorite type of “green” - money.

CO2 emissions are known to be the leading contributing factor in climate change. Many companies, schools, and other forward-looking organizations have instituted Green initiatives that include reduced travel policies and mandatory telework. Accurate tracking of such programs proved to be rather difficult, until the release of the iLinc Green Meter. This tool enables you and your customers to meet your mandates by monitoring the type(s) of “green” that you care about.
ATTRACT New Customers

iLinc technology allows people in diverse locations to communicate and collaborate online while avoiding the expense, environmental damage, and productivity losses associated with travel. Adding iLinc to your solution portfolio will enable you to expand your presence and offerings within your client base and differentiate your business value in new prospective accounts.

iLinc gives organizations the power to choose an on-premise installed or on-demand hosted solution—whichever model delivers the highest ROI for the customer.

- Provides a way for customers to create and organize virtual, relevant meetings
- Supports shift to all internet-based products
- Enables adherence to Green initiatives and mandates
- Is a low investment (for both provider and user)
- Requires a minimal investment to provide huge return
- Adds value across an entire organization

Market Validation

iLinc delivers secure and reliable Web and audio conferencing to thousands of organizations worldwide. Show your customers how their peers and competitors are already benefiting from an iLinc Web conferencing solution. We will share:

- Partner and customer testimonials
- Industry use case situations

Partnering with iLinc provides unique opportunities for your business to enhance its Unified Communications strategy for explosive growth potential and dominating competitive strength in your current market environment.
Partnering with iLinc **GETS YOU THERE**—Without Being There.

**ARRIVE at a Decision That Will Get You There**

As the industry’s only singularly focused Web conferencing provider, iLinc is positioned well to enable you to enhance or complete your Unified Communications strategy. The fact that we aren’t attached to anyone or anything makes us an ideal choice to support your requirements. Plus, our flexible levels of engagement and deployment options, make iLinc a quick and simple fit for your infrastructure.

Partner with iLinc now.

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