

# Value in the Clouds

Hosted Services

Reconnecting the Far-Flung Workforce

# Centralized (utility), distributed, cloud

## Computing

60's mainframe

70's & 80's mini computer

90's client server

00's web

**Now cloud**

## TELCO

50's Basic POTs

60's & 70's CENTREX

90's Key Systems and Small PBX

00's Hosted PBX

**Now cloud**

The Evolution of Telco?

**First there were FACTELS**

**Then there were VIRTELS**

**The future is APPTELS**



**"It's the economy,  
stupid"**

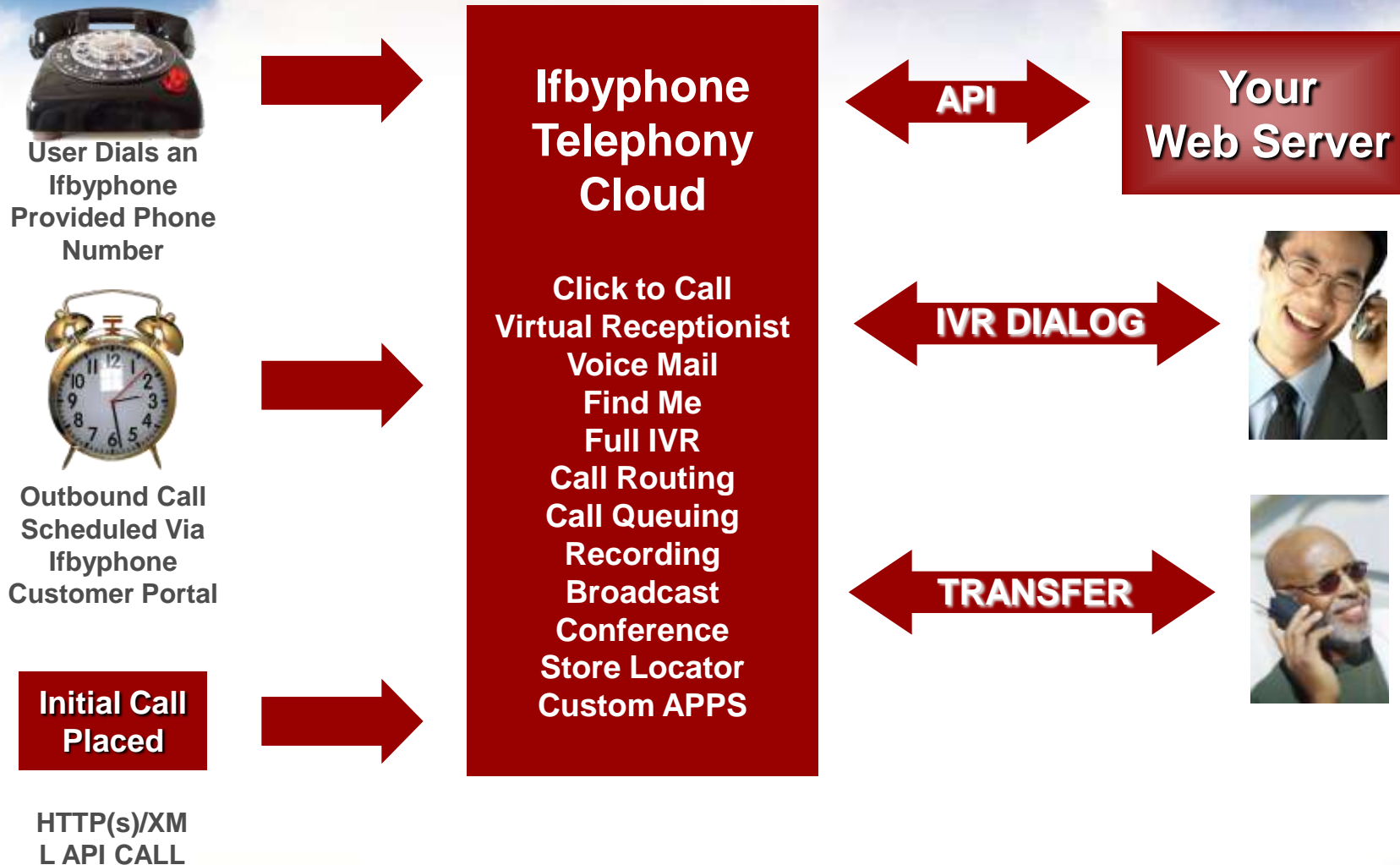
**(James Carville during 1992 Bill Clinton  
presidential campaign)**



# **"It's the applications, stupid"**

**(Irv Shapiro's analysis of future  
telecommunications revenues.)**

# Hosted Applications



Compatible with any phone and any web infrastructure  
Rest style API usable from any programming language

# Hosted Applications



**PSTN  
or  
VOIP**

**Service  
Provider  
Infrastructure**

**(Softswitch or  
Legacy  
Technology)**



**SIP  
Peer**

**Ifbyphone  
Telephony  
Cloud**

**Click to Call  
Virtual Receptionist  
Voice Mail  
Find Me  
Full IVR  
Call Routing  
Call Queuing  
Recording  
Broadcast  
Conference  
Store Locator  
Custom APPS**

**Service Provider Provides the Dial Tone  
Ifbyphone Provides the Applications**

# Why Partner

## Carrier

- Provides dial-tone
- Extensive sales organization
- Charges added to telephone bill
- Good customer loyalty

## Ifbyphone

- Application expertise
- Start small
- Limited CAPEX
- Moves fast
- Proven in SMB marketplace



More Information

[www.ifbyphone.com](http://www.ifbyphone.com)