

# Centuri Messenger®



Revolutionizing The Way We Communicate...

*IDC forecasts service for unified communications to increase by 78% by 2004. As the need for end-user empowerment increases, the need for enhanced services will need to combine real-time and non-real-time mediums together as users will need to be 'connected' to various mediums seamlessly.*

# Centuri Messenger®

## Converging Real-Time Communications and Non-Real-Time Unified Messaging

- **Two different mediums, converged to provide flexibility.....3**  
*A complete unified communications solution integrates various devices, interfaces, and functionality, allowing users to shift between real-time and non-real-time communications and manage various aspects of their Personal and business communications and information.*
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*Open standards and technologies are key.  
A different approach to application design, scalability, and usage*
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- **Two different mediums, converged to provide flexibility**

Hailed as superior to unified messaging, unified communications services are the latest array of enhanced services to materialize. Unified communications are comprehensive suites of services that go way beyond unified messaging, combining non-real-time activities, such as message exchange, with real-time communications, such as call delivery and connectivity, live call management, and notification options. Although unified messaging is an integral component of unified communications, the icing on the cake is the capacity for real-time communications. A complete unified communications solution will integrate various devices, interfaces, and functionality, allowing users to shift between real-time and non-real-time communications and manage various aspects of their personal and business communications and information.

A typical unified communications solution offers similar functionality to that of one-number personal assistant services. Generally, the following features and functions are provided by both types of services:

- **One-number or universal number.** Users receive incoming calls and faxes through a single phone number — a personal toll-free number and/or a local phone number. When callers dial the subscriber, they reach a “virtual attendant,” typically a voice recording that greets them, attempts to locate the subscriber, and, if necessary, guides them through the system to leave a message.
- **Unified messaging.** Unified messaging functionality is an integral component of personal assistant services, allowing users to access voicemail, and fax messages through a single in-box either via the telephone, web, voice over IP(VOIP)\* or through existing e-mail applications. Users can check all types of messages, initiate calls, and manage other aspects of their accounts.
- **Find me/follow me.** Users specify the phone numbers of other locations — typically cellular, pager, work, and home numbers— at which the service will ring to locate them for incoming calls.
- **Call screening.** Complementary to the find-me/follow-me feature is the call-screening capability, which allows users to hear who is calling before answering incoming calls that are forwarded to them.

\* VOIP Module Required

*Open standards and technologies are key.  
A different approach to application design,  
scalability, and usage*

- **How Centuri Messenger is different**

CenturiSoft by design achieved a different approach on messaging and communications systems. After many years of developing voicemail systems, our expertise in the industry had recognized the shortcomings and development hurdles needed for evolving 'legacy' systems to real-time communication services.

The approach was never before imagined – until now. CenturiSoft used sound, proven industry standards and made critical decisions early on in the design of the Centuri Messenger.

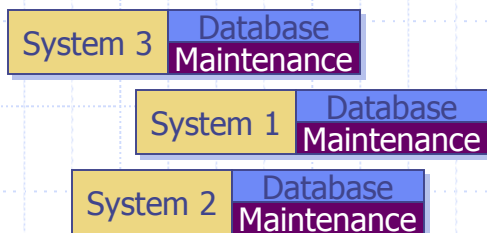
The deployment of the maintenance and database functions. CenturiSoft chose industry standards such as Microsoft SQL and Oracle for database storage. Another area was the choice of hardware platforms for development, Intel and Dialogic were chosen and partnerships were made early on with both for the development of the platform.

As with most messaging systems written several years ago, they were written using 2<sup>nd</sup> or 3<sup>rd</sup> GL(Generation Languages). Going the additional step, CenturiSoft chose a 4<sup>th</sup> GL development platform and adopted early with the Microsoft .NET initiatives. By choosing .NET as the platform language, this allowed CenturiSoft to leverage the WEB services as no one else can in the industry today.

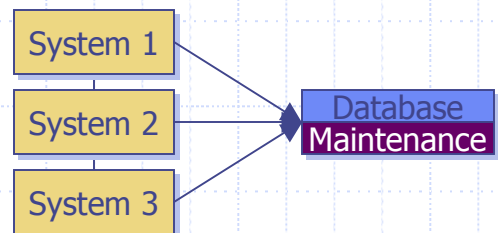
Scalability focused on from conception by CenturiSoft was the ability for the platform to scale from 1 user to 100,000 users by using a 3 Tiered Architecture. Maintenance and support can be done from a central point and 'Trunking Servers' can be deployed virtually anywhere.

Usability, with extensive customer feedback and suggestions the Centuri Messenger is one of the easiest systems to navigate for the subscriber and the guest callers. Most functions are executed with a single key that is consistent throughout the application. Consistency is key for users to familiarize themselves quickly without the fatigue of using complex and inconsistent keystrokes as with other systems.

### Traditional Deployment



### CenturiSoft Deployment



*Using a variety of solutions and models, wholesalers and ASPs have begun to aggressively target U.S., European, and Asian wireless carriers where relationships already exist with respective mobile customers.*

## • **Conclusion**

Unified communications services present potentially interesting opportunities for service providers. They will look to augment their traditional service offerings with new higher-value, higher-margin services. Initially, service providers can generate monthly subscription revenue and per-minute usage fees for unified communications services. However, as service providers increasingly provide access to Web content and the ability to conduct transactions, these services will create the potential for new revenue sources that originate from advertising, ecommerce, and other transactions.

To remain competitive, service providers are generally interested in being quick to market with enhanced services. As such, they will likely resell the solutions of wholesale providers to enable rapid deployment and to reduce the associated risk and initial capital investments associated with implementing the services themselves.

Responding to this trend, a number of unified communications wholesale providers offer scalable, telco-grade services that can be rebranded, packaged, marketed, and resold by carriers, enterprises and other service providers. Additionally, service providers that also operate as ASPs will host managed unified communications solutions on their own networks. Wholesale providers are positioning the following competitive advantages of unified communications services as they market these services downstream to resellers:

- Increased call completions
- Increased minutes of use
- Increased customer loyalty and reduced churn
- Service differentiation
- New revenue from service subscriptions, usage fees, and transactions

For enterprise customers, the possibilities of providing enhanced services to employees can be seen as a profitable alternative to having separate, disparate systems not communicating to each other and providing increased productivity between offices if used in a enterprise wide deployment.

Additionally, educating service providers about the end-user benefits and the revenue-generating potential of unified communications services will become critical to bolster awareness and fuel the development of this market.

*Providing premier communication systems for rapid and flexible business growth by leveraging technology and alliance partners and selling through strategic reseller channels.*

## • **About CenturiSoft**

CenturiSoft is on the leading edge of development and deployment of unified communications systems to traditional Telco environments, service providers, enterprises and sophisticated Voice Over IP Vendors.

With over 15 years of industry expertise in the development and deployment of Voice Messaging Systems, CenturiSoft is poised to provide the next evolution of messaging. Unified Communications is key to providing additional services and value to customers and key personnel on staying 'Connected' to various mediums(Voice, Fax, E-mail). Without the user having to give-up the applications familiar to the user.

Many companies claim Unified Communications, but require the user to pick-up their messages via a Web Interface that may be slow or not available at times or via proprietary interfaces that do not offer the flexibility offered by the Centuri Messenger.

With the Centuri Messenger, you can use your existing E-mail applications or web-mail and pick up your E-mail, Fax and Voice from the privacy and security of your own E-mail account. This gives businesses and individuals the flexibility of keeping their preferred E-mail addresses and optionally storing their E-mail, Fax and Voice on their own PC or PDA.

Additional enhancements also include the use of on-demand conferencing and follow-me call screening of callers and voice over IP(VOIP) module allows calls to be placed from IP to PSTN as well as IP to IP calls, further reducing the costs associated and increasing the productivity of users.

CenturiSoft leverages technology and alliance partners and distributes applications through strategic reseller channels giving us a competitive edge on our core competencies and allows us to accelerate our speed to market.

*CenturiSoft has considered all the necessities for operation and has partnered with resellers, vendors, equipment and operation providers to facilitate the cost of doing business. By doing so, we are able to pass to our resellers, partners and customers the same opportunities.*

- *Access to CenturiSoft's strategic partners.*
- *Reduced need for non-core personnel.*
- *Aggressive equipment leasing options.*
- *ASP providers can be utilized for time sharing equipment.*

