

Unified Communications

Making It Possible.



Oryx

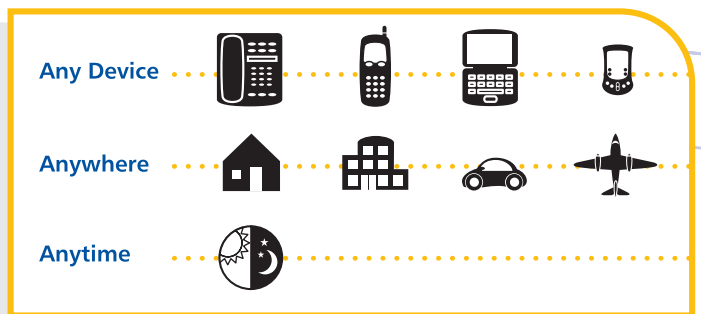
Unified Communications

The Complete Solution for Business and Residential Subscribers

We are witnessing a personal communications revolution. New communications devices and technological advances are entering the market at a feverish pace, offering business and residential subscribers more ways to stay in contact than ever before. Phone, fax, voicemail, and the Internet have dramatically increased communications options — and managing these options is becoming a daily challenge for subscribers.

The typical subscriber juggles a work phone with voicemail, a home phone with voicemail, a mobile phone with voicemail, a fax account, a home email account, and a work email account. Other users further complicate matters by adding pagers, personal digital assistants, and short message service to the mix. They all need a more efficient way to make

calls, receive calls, and process their messages. They need a solution that doesn't simply converge their voicemail, email, and faxes — but gives them the power to control different forms of communications.



Unified communications brings together telephony, wireless, and Internet in one complete package. It gives your subscribers a single resource for managing voice, fax, and email messages independent of where they are, what time it is, or what device they are using. It is a *two-way, real-time resource* that allows the recipient to place outbound calls and receive incoming calls — giving him or her control and management of messages *from receipt through response*. For the business subscriber, that results in increased efficiency. For the residential subscriber, it's a hassle-free means of keeping in touch. In both cases, unified communications delivers significant value for your subscribers and huge growth potential for your business.



The Strategic Advantage for Service Providers Around the Globe

Unified communications is one of the fastest growing sectors of the communications business. Service providers of all sizes and specialties — wireline, wireless, and Internet — are maneuvering for position in what is expected to be a \$1 trillion market worldwide. By positioning your company as the predominant unified communications provider you can:

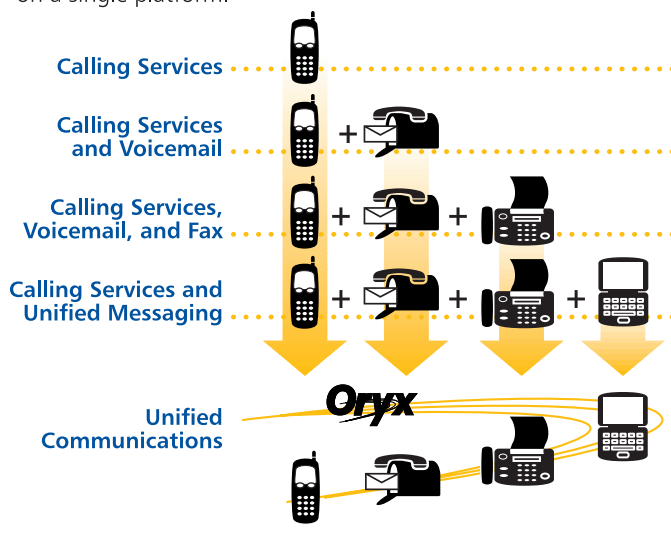
- Attract new subscribers
- Up-sell to existing subscribers
- Reduce subscriber churn
- Increase subscriber satisfaction/loyalty
- Increase network traffic

Savvy service providers know that if you own the mailbox, you own the subscriber. By tiering your services, you can progressively migrate your subscribers to upgraded services that will increase network traffic and generate additional revenue.

One of the most critical and fundamental decisions you need to make before offering tiered enhanced services is choosing a platform. With a single platform, your subscribers experience little or no change while migrating through the product tiers. From basic service offerings to premium packages, their user interface remains the same with new options simply added to the existing interface. Plus, by streamlining your operations, you eliminate the need to manage multiple platforms or move subscribers between platforms.

Sample Tiered Service Plan:

How to migrate your subscribers to unified communications on a single platform.



ORYX Makes It Possible

ORYX® is the single platform solution that makes unified communications possible. With ORYX, you can quickly create multiple services including calling, account management, message notification, unified messaging, and unified communications. Our leading-edge technology integrates proven hardware and innovative software to help you implement unified communications services that are versatile, adaptable, and cost efficient.

ORYX Features Scalability and Flexibility

ORYX is designed to grow with your business. Built upon a scalable and highly reliable architecture, it integrates into your current network with minimal disruption or downtime. Once the platform is configured to offer traditional voicemail services, upgrading to unified communications can easily be accomplished by adding a new class of service feature as part of an IMAP integration license.

ORYX is Well Engineered

With ORYX, you can be confident that your system is always industry standards compliant. Our standards-based unified communications solution is designed to work with other critical platforms within your network. *The advantage for the service provider is that it works with all IMAP4 clients and message stores giving subscribers multiple options for accessing their messages from a graphical user interface.*

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ORYX is Friendly to Your Bottom Line

Short term and long term, ORYX makes good financial sense. In the near term, you have the opportunity to position your business as *the* unified communications provider in your market without incurring a huge infrastructure investment. And, by choosing a carrier class, customizable platform as the foundation for your service offerings, your business will be well positioned for growth and return on your investment as the unified communications market evolves.

Realize the Opportunities Unified Communications Can Offer

Take control of your market future. Meet the growing demands of your residential and business subscribers. Utilize ORYX technology to develop and implement a dynamic unified communications solution that delivers vast marketing potential, and gives subscribers a family of integrated communications resources they can control and manage with ease. ORYX is the flexible, scalable solution engineered to grow with your business needs and opportunities.

Contact us to learn more about how ORYX is making unified communications possible.

Our Platform, Our People, and Our Partnerships ... Making It Possible.

From Boston to Beijing and everywhere in between, our ORYX platform, experienced people, and strategic business partnerships make it possible for service providers to be the premier carrier in their marketplace. Sema Priority Call develops and markets communications applications for next generation networks under the trade name ORYX. By choosing the world class ORYX platform as the foundation for their enhanced services, telephony and IP providers around the globe can offer industry-leading applications including prepaid wireless, unified communications, enhanced messaging, and prepaid and postpaid enhanced calling ... all from a single platform.

With more than 300 ORYX platforms installed in 30 countries across six continents, Sema Priority Call has the global experience and telecom expertise to help communications service providers successfully develop, deploy, and market services. Our business partnerships are focused on maximizing success and helping market new services quickly and effectively. It extends from pre-sales engineering to ORYX training and implementation, professional services and consulting, and ongoing 7x24 customer support and marketing services. Local sales and services support and customized on-site training courses are also available.

By developing innovative ORYX solutions to meet the evolving business needs of communications providers around the world, Sema Priority Call remains committed to "Making It Possible" for our customers. Contact us today to find out how ORYX can empower your business.



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Sema Priority Call is a Sema company operating within the telecoms business unit. Sema Telecoms provides market-leading products, consulting, system integration, and outsourcing for global communications service providers, supporting over 120 million subscribers at 350 customer sites worldwide. Sema plc is a global IT and business service leader with over 22,000 employees in 160 locations worldwide.