

IMAGINE

Expanding

Your Network Coverage

Worldwide

Driving
More Traffic
to Your
Network

Growing
Your **Revenue**




OPENPORT®
technology



PLATFORM

MESSAGING

MANAGED DELIVERY

IP

REDUNDANCY

PSTN

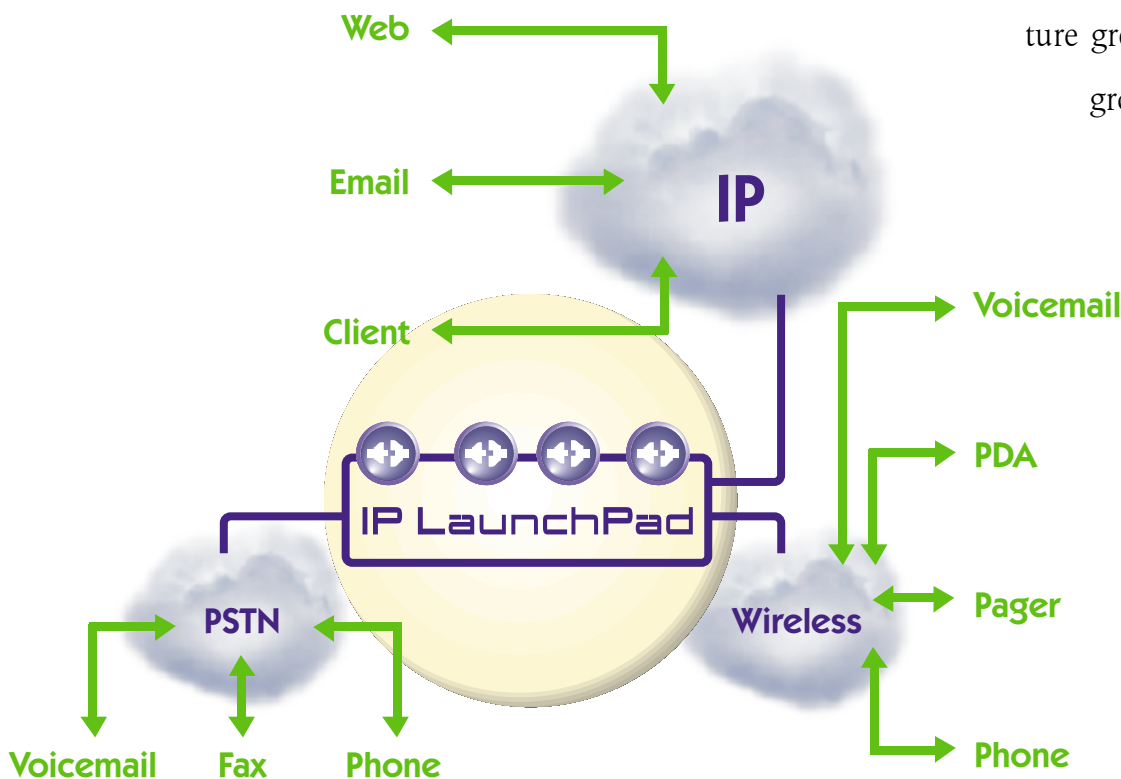
SCALABILITY



STOP Imagining — IP LaunchPad™ Makes It Happen

At work, at home, or on the road, your subscribers need to be in constant communication. But with the explosion in messaging devices — from mobile phones, voicemail, email, and fax machines, to pagers and handheld computers — your subscribers are drowning in the number of devices and messages they need to manage.

You can help your subscribers manage their messages with the IP LaunchPad platform from Open Port®. IP LaunchPad enables you to launch new, differentiating messaging services that deliver messages where your subscribers want them, when they need them, to the devices they use most. With IP LaunchPad, you can better address your customer needs — so you can quickly capture greater marketshare and grow your revenue today and into the future.



By deploying enhanced messaging services on the IP LaunchPad platform, your subscribers can manage their messaging anywhere, anytime, using any device.



Grow Your Business with the IP LaunchPad Messaging Platform

It's easy to grow your business with IP LaunchPad:

- Deploy the platform
- Launch new applications
- And watch your network traffic grow and revenue streams increase

Grow your network traffic

IP LaunchPad gives you the competitive edge by enabling you to blend IP, mobile, and PSTN networks together to create differentiating messaging services. And because your subscribers can use their familiar messaging devices with your services — from mobile phones, voicemail, email, and fax machines, to pagers and PDAs — you'll see a faster adoption rate, reduced subscriber churn, and significant network traffic growth.

Accelerate your time-to-market

Stay ahead of the competition by bringing new services to market quickly. IP LaunchPad brings your network into the next generation by leveraging existing IP, mobile, and PSTN network infrastructures — as well as your authentication and provisioning systems. Plus, our Professional Services group can help you with the training, implementation, and billing and authentication integration you need to ensure a quick and successful deployment.

IP LaunchPad “will help us leverage our new technologies to offer the...most innovative services.”

Robert Flood
Chief Technology Officer
Cable & Wireless
Global Operations

Generate new revenue streams

With IP LaunchPad's managed delivery capabilities and robust contract features, you can generate new revenue streams by developing billing plans and service packages that target different markets. For example, business users can subscribe to premium services, such as printing emails and attachments from their mobile phones or integrating multiple voicemail accounts — while SOHO and home users can subscribe to pre-paid or low-cost fax-to-email services.

Expand into new markets

By partnering with service providers around the world, you can expand into new markets to achieve global termination points critical to your success. Our Sales team helps you identify partners that will expand the market for your services quickly. And IP LaunchPad's built-in peering capabilities make it easy to set up a variety of partnering arrangements with ISPs, carriers, or value-added resellers. (See “Service Providers Develop Partnerships to Expand Reach and Services.”)

Reduce customer management costs

You can reduce subscriber churn and lower your cost-per-customer expenses by empowering subscribers and resellers with account management capabilities. IP LaunchPad Web™, our Web-based messaging and account management tool, enables subscribers to modify their accounts, track messages, and redirect messages to any device. Your subscribers feel empowered by managing their accounts, and your support personnel can address more urgent tasks.

How It Happens

Service Providers Develop Partnerships to Expand Reach and Services

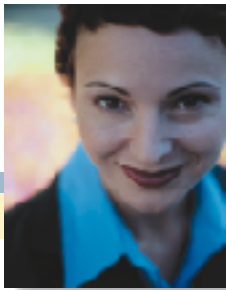
Two IP LaunchPad customers — a major communications provider in Asia and a mid-size telecommunications company in the United States — wanted to forge a partnership to provide each other with enhanced messaging services. Each service provider sought to offer its customers a more expansive and global set of services, starting with fax-over-IP.

Partner to Expand Into New Markets

By teaming together, both service providers have attracted new customers through expanded network coverage. In addition, they have minimized their operating costs by offering services hosted by the other partner, and by sharing their network infrastructures.

Increase Traffic and Reduce Operating Costs

Because IP LaunchPad makes peering seamless, the two service providers were able to quickly and easily start new services and open new revenue streams. Both service providers now terminate traffic on each other's network, resulting in more network traffic on the termination side without incurring additional customer provisioning costs.



Launch New Applications with the IP LaunchPad Platform

IP LaunchPad has all the carrier-class features you expect: Scalability, redundancy, high availability, and more! As a platform, IP LaunchPad connects your subscriber and their devices to your back office systems — so you can quickly deploy new services that keep you ahead of the competition.

Minimize your start-up costs

You don't have to make heavy investments in hardware to launch new applications. IP LaunchPad minimizes your start-up costs by leveraging your existing network infrastructure — including RAS (Remote Access Server) ports, billing systems, telephony boards, and user provisioning and providing built-in protocol switching.

IP LaunchPad supports networking equipment and software from Cisco Systems,[®] Sun Microsystems,[®] Lucent Technologies,[®] 3Com,[®] Dialogic,[®] and Microsoft.[®] (See “Large, Local Telephone Company Gains Competitive Edge by Offering Differentiating Services.”)

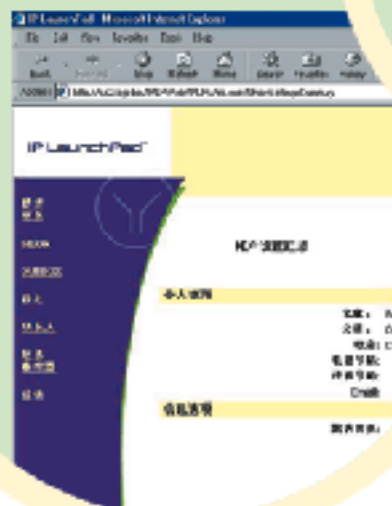
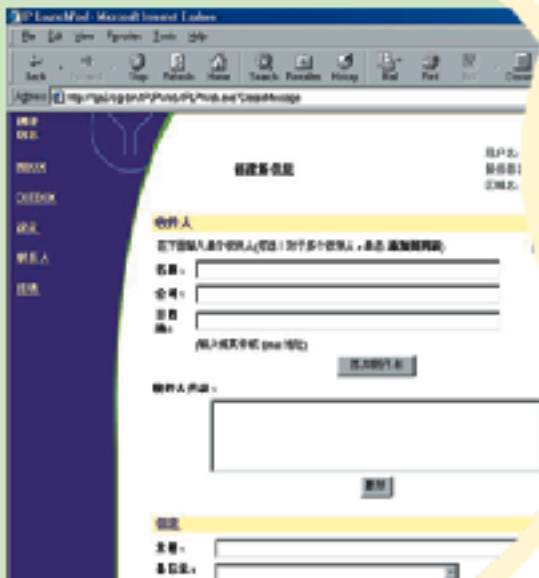
Maximize services uptime

Thanks to IP LaunchPad's modular architecture, you can easily scale your services as your traffic grows — eliminating potential bottlenecks and interruptions that cause downtime. Our Professional Services group can help you design the network topologies that fit your needs — whether it's installing multiple modules on the same server or on servers throughout your network.

Plus, by installing multiple instances of the same module, you gain carrier-class redundancy.

“Open Port's technology... offers the scalability we need to grow...and allows us to leverage our existing investment in remote access servers.”

Wang Hui
Project Manager
China Telecom



How It Happens

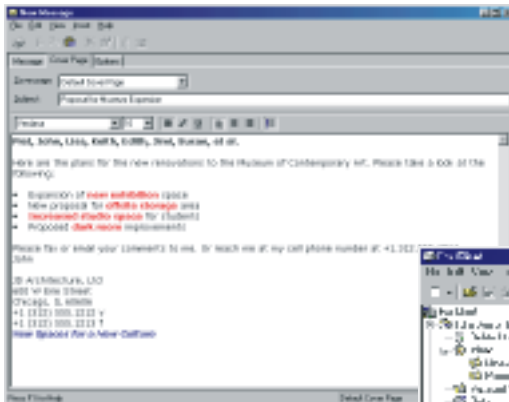
Provision entire enterprises in a single step

IP LaunchPad enables you to manage your customer support resources efficiently by leveraging your existing user authentication and provisioning mechanisms. Our unique authentication technology, StarDomain™ authentication, saves you time and money by provisioning an entire enterprise for email-to-fax services in a single step. With StarDomain authentication, you no longer have to create individual accounts for each employee in a company. Just provision the email domain (e.g., @company.com), and the entire enterprise is ready to go!

Deploy your messaging services worldwide

As you expand into international markets, your subscribers need to communicate in their native language. IP LaunchPad supports document rendering in Chinese (Simplified and Traditional), Japanese, Korean, English, French, German, Spanish, and Italian. And the list keeps growing! Plus, with IP LaunchPad's support for multiple international character sets, your subscribers can send messages using fonts native to their languages.

You can also distribute localized versions of IP LaunchPad Web™ and IP LaunchPad Fax Client™ end-user software for anywhere, anytime messaging. Not only are IP LaunchPad Web and Fax Client localized in many languages, including English, Japanese, Chinese (Simplified and Traditional), and Korean — they're also brandable. Meaning, you can increase your mindshare around the world.



Name	Country	Price	Year
IP LaunchPad Web	USA	\$1,200	2008
IP LaunchPad Fax Client	USA	\$1,200	2008
IP LaunchPad Web	Japan	\$1,200	2008
IP LaunchPad Fax Client	Japan	\$1,200	2008
IP LaunchPad Web	China	\$1,200	2008
IP LaunchPad Fax Client	China	\$1,200	2008
IP LaunchPad Web	France	\$1,200	2008
IP LaunchPad Fax Client	France	\$1,200	2008
IP LaunchPad Web	Germany	\$1,200	2008
IP LaunchPad Fax Client	Germany	\$1,200	2008
IP LaunchPad Web	Spain	\$1,200	2008
IP LaunchPad Fax Client	Spain	\$1,200	2008
IP LaunchPad Web	Italy	\$1,200	2008
IP LaunchPad Fax Client	Italy	\$1,200	2008

You can expand your services into new, international markets by providing your subscribers with on-ramps localized in many languages.

Large, Local Telephone Company Gains Competitive Edge by Offering Differentiating Services

To differentiate itself from its competitors, a tele-phone company wanted to offer its subscribers next-generation IP messaging services. To grow its revenue, the company needed a solution that allowed it to expand its network coverage and create different service packages for its subscribers.

Create New Revenue Streams with Service Level Policies

Because the phone company is subject to governmental regulations to deliver long-distance traffic, it needed to create policies that would adhere to these rules. IP LaunchPad's built-in policy capabilities allow the company to easily create different levels of service for all of its customers — long distance, local, mobile — and charge competitive subscription fees.

Expand Services Worldwide

Thanks to IP LaunchPad's support for built-in peering models, the telephone company is able to partner with service providers around the world. Now, its subscribers can send messages overseas at attractive prices without having to pay long-distance charges.



Increase Network Traffic with Next-Generation Messaging Applications

Open Port and our partners offer you differentiating applications for the IP LaunchPad platform that will increase traffic over your network and help grow your revenue.

Voice: Breathe New Life into Your Voicemail Systems

Bridge your voicemail system with IP, mobile, and PSTN networks to create enhanced voice services.

• Outbound Broadcasting Services

Imagine recording a single message or typing a single email, and broadcasting it to many people at once — to their voicemail accounts, email accounts, or fax machines. School officials could notify parents about canceled classes in a single step, and know that parents received the message.

IP LaunchPad Voicemail Suite “is a great way for us to minimize our costs for adding new services.”

John Brame
Product Manager
LEC Unwired

• Inbound Services

What if you could listen to your voicemail on your PC? Or manage email using your telephone? With Voicemail Suite, your subscribers can receive voicemail messages in their email inbox — and forward them to any email address. In addition, they can manage their email through their voicemail system.

• Voice Mailbox Integration Services

A business traveler on the road doesn't have time to make separate phone calls to listen and reply to all of her voicemail messages. Voice mailbox integration lets her manage her home, enterprise, and mobile voicemail messages with a single call.

Fax: Achieve a Fast ROI with Fax-over-IP

Achieve a fast return on your investment by engaging the lucrative IP fax market.

• Outbound Broadcasting Services

Wouldn't it be great to know that you could send a fax to multiple people at once — even if some of them don't have a fax machine? Fax Suite enables your subscribers to broadcast a fax to many recipients at once, whether they're using an email program, fax machine, or PDA.

• Inbound Services

Are your corporate customers tired of installing new software on their employees' PCs? Do they want to do away with out-dated fax machines and messy toner cartridges? Enable their employees to receive faxes using their favorite email program — or manage their faxes using IP LaunchPad Web. It's easy, and it's inexpensive.

• “Never Busy” Fax Services

Have you ever missed a fax because your fax machine was out of paper? Now you know how your customers feel! Make failed faxes a thing of the past with a “never busy” mailbox. If a subscriber's fax machine is offline — or the line is busy — Fax Suite stores the fax until the fax machine is back online!

With IP LaunchPad, subscribers can manage their messages using any messaging device.

For example, Mobile Messaging Suite lets subscribers print, view, listen to, forward, and delete emails and attachments on their mobile phone.

Mobile: Data Messaging on the Go

Many services let subscribers access WAP- or SMS-based email on their mobile phone. But how many let them access their important email attachments?

IP LaunchPad Mobile Messaging Suite™ gives business users what they want — convenient anytime, anywhere access to their email attachments.

Using just their mobile phone, subscribers can redirect email and file attachments to a nearby fax machine — turning any fax machine into a remote printer. Subscribers can also view, listen to, and forward their email and file attachments using a WAP-based mobile phone.

Print-to-Fax





Quickly Develop & Deploy Your IP LaunchPad Messaging Applications

Open Port's consulting, deployment, and development solutions can quicken your time-to-market for new messaging services.

Helping You Plan, Deploy and Manage Your Messaging Services

Do you know the intricacies of the enhanced IP messaging market? Do you have the experience necessary to plan, deploy, and support messaging services for next-generation networks and to achieve a rapid return on investment? With Open Port's Professional Services group at your side, you will.

Professional Services can help grow your business by designing a complete business process end-to-end. We can assist you with a full range of services that ensure rapid market penetration with your IP messaging services — so you can take advantage of new market opportunities.

Services we provide include:

- Developing a business plan
- Determining your target market
- Identifying peering partners
- Deploying your services
- Providing the necessary systems integration and programming support
- Providing ongoing support and consulting services you need to deploy new messaging services
- Upgrading your existing services

How It Happens

ASP Leverages Existing Network for Quick Time-to-Market

A rapidly growing, carrier-class application service provider (ASP) wanted to provide a comprehensive range of services to medium and large customers. The service provider wanted to start with enhanced fax-over-IP services, and deploy enhanced voice services in the future. The company chose IP LaunchPad because the solution enabled the company to offer value-added fax applications today, and to expand into next-generation voice and mobile services.

Easily Launch New Applications

Thanks to IP LaunchPad's platform approach to enhanced messaging services, the service provider can commercially deploy new fax services in a matter of days, not months, to achieve a fast return on its fax investment. To further differentiate itself from the competition, the service provider can expand into new message service offerings, including enhanced voice and mobile services.

Minimize Start-up Costs

Moreover, the company chose IP LaunchPad because it takes advantage of industry standard protocols (e.g., LDAP, T.37, and SNMP), and leverages the company's Cisco and Sun network infrastructure — reducing the ASP's cost of implementation.

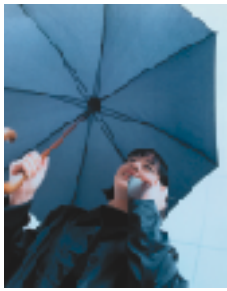


“IP LaunchPad gives us the expandability to quickly and cost-effectively add new message types.”

Derek Hu
CEO
Phitech Corporation

Develop New Solutions Quickly and Easily

Developers and systems integrators can develop new solutions quickly for the IP LaunchPad platform by becoming IP LaunchPad Back Office SDK partners. Benefits to being a Back Office SDK partner include Open Port certification, technical support, new avenues of distribution, consulting, custom development, and more!



Delivering Revenue-Generating Solutions Through Technology & SDK Alliances

We have teamed with leaders in the high-tech industry with the common goal of offering our customers complete, integrated service solutions that generate revenue. Our partners develop carrier-class solutions — from network communications hardware, message stores, and billing systems to desktop software and Internet appliances.

In addition, we have developed bundling solutions with our partners that make it easy for service providers of all sizes to offer their subscribers enhanced messaging services. Whether you're a regional ISP, a global carrier, or an incumbent telecommunication company, we have the right solution for you.



To discover how IP LaunchPad can help you grow your business through next-generation messaging solutions, contact us today.



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