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

TELCO
50’s Basic POTs
  60’s & 70’s CENTREX
  90’s Key Systems and Small PBX
00’s Hosted PBX
Now cloud

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

User Dials an Ifbyphone Provided Phone Number

Outbound Call Scheduled Via Ifbyphone Customer Portal

Initial Call Placed

Ifbyphone Telephony Cloud

API

Your Web Server

IVR DIALOG

TRANSFER

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

HTTP(s)/XM L API CALL

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

Service Provider Infrastructure
(Softswitch or Legacy Technology)

PSTN or VOIP

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