

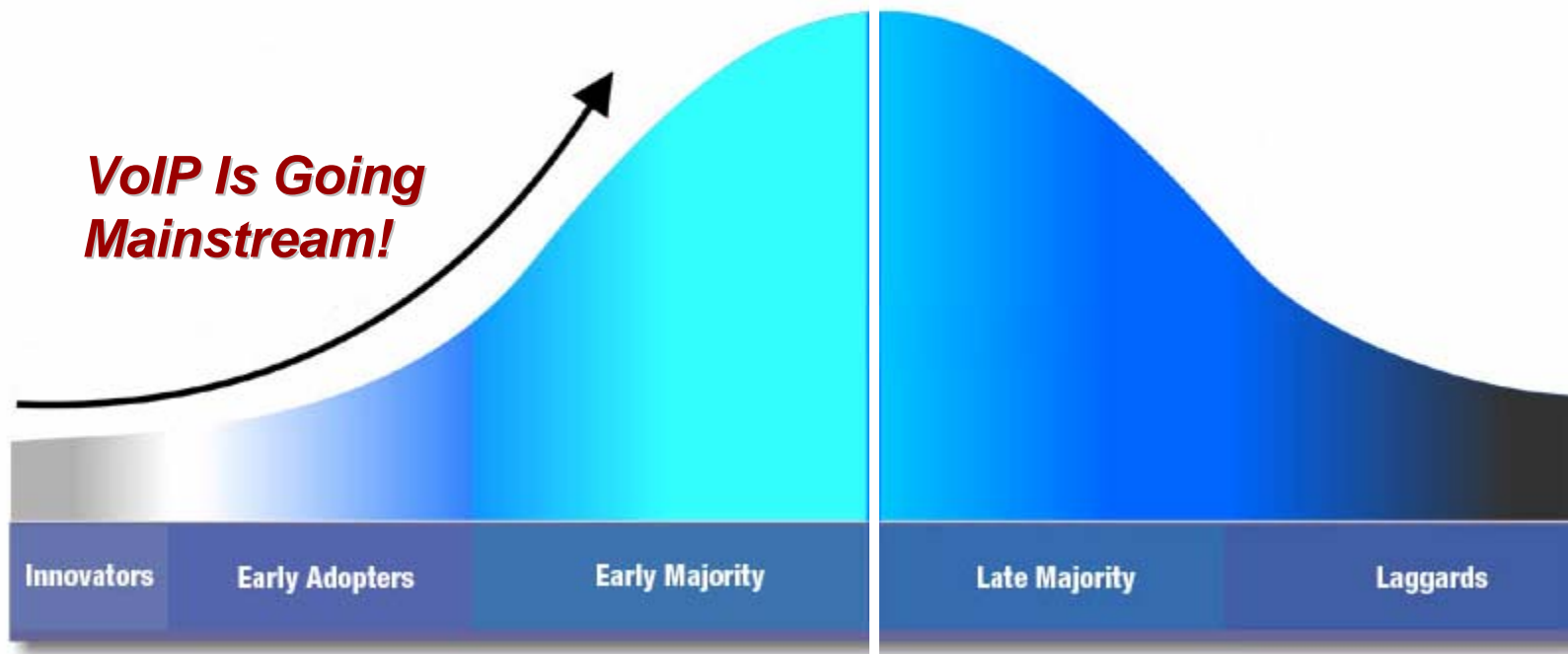


Voice System and Business Series

Michael Bacus
Sr. Sales Manager
July 2006

Voice over IP is Everywhere

Lower Monthly Bills for Broadband Access and the Usage of Broadband Phone Services Coupled with Availability of Advanced Telephony Features Are Driving Small Businesses to Use VoIP Services



The popularity of consumer VoIP services and large enterprise adoption of IP telephony is a testament that the technology works and is going mainstream

VoIP Is Growing in Popularity & The Small Business Opportunity is Now!

The increasing number of Internet telephony phones reflects how businesses are embracing the technology to cut the use of traditional telephone services, which are considerably **more expensive** and provide **fewer services**.

In-Stat, December 2004

Shipments of Internet protocol phones are expected to reach **6.6 million units in 2005**.

In-Stat/MDR, December 2004

50 percent of small- to mid-sized enterprises expected to rely on VoIP by 2008.

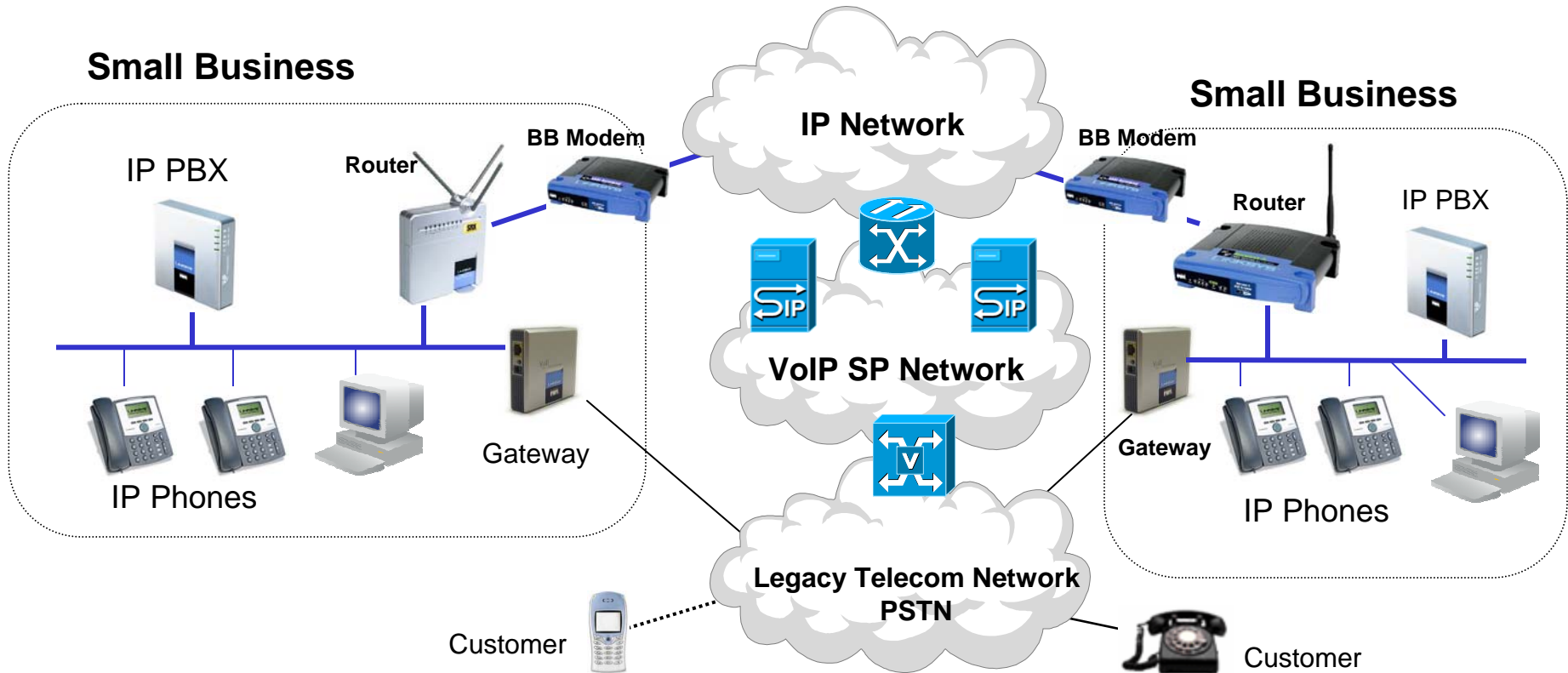
Info-Tech Research, May 2005

67% of the world's 35 million small businesses are fewer than 19 people. **56%** are fewer than 5 people.

AMI Research, 2005

- **Non-Geographic “Virtual” Numbers**
 - Make a Small Business Look “Big”
 - Allow “Local” Access to Customers
- **Web Based Customer Portal**
 - Additional Lines Added with Ease
 - Call Detail Records and Accounting
- **Voicemail**
 - “One Button” Access to VM Box from IP Phone
 - Voice Mail Notification
 - Check VM from Regular Phone
 - Check VM from E-mail
 - Simple Alert
 - Voice Message Attached as a WAV or MP3 File
- **“Meet Me” Conference Calling**
- **Call Forwarding and “Find Me”**

Powerful Features at Affordable Prices !!



- The IP PBX System Provides SIP Server (Registrar and Proxy) Functions
- VoIP Service Provider Supports:
 - Voice and Services – Phone Numbers, Call Origination & Termination, Off-Net Call Routing
 - Voice Messaging Services – Voicemail, Unified Messaging, etc.
- Voice and Data Traffic Between Sites is Carried by the IP Network.
- PSTN Carries Overflow Voice Traffic if the VoIP Service is Unreachable via LAN Attached Gateway Appliance (PSTN = Public Switched Telephone Network)

Customer Requirements



Small Business 1-16 users

- Low cost and “Just works”
- Basic business service
- Limited support from provider

Value Proposition

- Provide broadband service and key telephone system functions to multiple users small businesses



SMB 5-100 users

- Low cost, and rich features
- Easy to use and secured
- Limited internal support and outsourced

- Provide a complete, affordable, easy-to-install solution for small businesses, delivering voice, data, and video applications from a single provider



SMB / Enterprise 40-1000's users

- Data, voice, video, security, and etc.
- Good on-site internal IT staff.

- Provide a smart, secure and integrated voice, video, data system similar to an Enterprise, but with less users

Linksys Voice System 9000



IP Telephony System For Small Business

Key Differentiating Product Line Features

- Mature SIP Based Platform
 - Most Widely Deployed SIP Implementation – Worldwide
- Secure Provisioning and Device Authentication
- Global Acceptance, Deployment Capability
- Comprehensive Interoperability
 - Proxy, Application and Media Servers
 - Gateways and Endpoints
- Largest Breadth of Products . . .
 - With the Deepest Feature Set
- Localized All the Way to . . .
 - In-House Engineering Resources in California
- Thought Leadership and Innovation

LVS 9000 Key Benefits

When Used with Linksys SPA900 Series Phones, the LVS 9000 Delivers a Best-In-Class User Experience for a Fraction of the Cost of a Traditional PBX System.

- Easy Installation and Maintenance
 - Automatic Discovery and Configuration of Linksys IP Phones
 - Configuration “Wizard” for LVS 9000 Administrator
 - Tight Integration with Broadband VoIP Service
 - Low Touch Provisioning
- Advanced Easy to Use Features
- Scalable, Flexible Architecture
- Low Cost of Ownership and Operation



**A Powerful IP Telephony Solution
for a Small Business !!**



- The LVS 9000 must be Integrated with a Participating Linksys Small Business Service Provider's Service
- The ITSP Provides the Following Services:
 - Outbound Call Termination Services
 - Local, Long Distance, and International Calling
 - Inbound Call Origination Services
 - DID – Direct Inward Dialing
 - Toll Free Services
 - Voicemail Boxes
 - Provisioning Server and Firmware Upgrades
 - Tier II Technical Support
- A List of Participating VoIP Service Providers Are Available on www.linksys.com



- Automated Attendant
 - Reduce Call Load On Receptionist (No Receptionist)
 - Professional Welcome for All Callers
 - Single Number Access to All Employees
 - Guaranteed Call Completion
 - Fast, Easy Set-Up and Maintenance
- Automatic Call Distribution / Routing
- Bridged / Shared Line Call Appearance
- Call Transfer
 - Attended
 - Blind
- Call Forwarding
 - When Busy
 - When Not Answered
 - All Calls
- Find-me
 - Simultaneously Ring Multiple Phones
- Local and Corporate Directory
- Call Pickup
- Group Paging
- Intercom
- Call Hunt Groups
 - Sequential
 - Round Robin
 - Random
- Voice Mail Integration with SP
- Music on Hold
 - Locally Stored
 - Network Based
- Do Not Disturb
- Three Party Conference Calling
- Call Park and Retrieve from Any Station



Products in LVS 9000 Solution

IP PBX / Key System



SPA9000

2 Ethernet Ports
2 FXS Ports
Configuration Server
SIP Proxy Server
Application Server (SIP)
Media Server

* Via a software license key the SPA941 and SPA942 can be upgraded to 4 extensions. The SPA9000 can be upgraded to support up to 16 users (Phones).

IP Phones with 1 Ethernet Port



SPA941*

Graphical Display
2 or 4 Extensions
4 Line Keys
4 Soft Keys



SPA921

Graphical Display
1 Extension
No Line Keys
4 Soft Keys



SPA901

Wall or Table Mount
Rugged Design
Flash, Redial, Vol. Buttons
No Display

IP Phones with 2 Port Ethernet Switch and Power Over Ethernet



SPA942*

Graphical Display
Back Lit Display
2 or 4 Extensions
4 Line Keys
4 Soft Keys



SPA922

Graphical Display
Back Lit Display
1 Extension
No Line keys
4 Soft Keys

Note: The SPA922 and SPA942 support PoE and as such, **do not come with a power supply**. Optionally, the PA100 power supply for Linksys IP Phones may be ordered separately.

VoIP Accessories



WBP54G

802.11G WiFi Dongle for VoIP
Uses VoIP Device's Power Adapter
Works with Any 5V Linksys VoIP Device



POES5

802.3af Compliant
PoE Dongle for VoIP



SPA400

4 Line PSTN Gateway

VoIP-PSTN Gateway



SPA3102

1 Line PSTN Gateway

Networking, Applications, and Up-sells



- Drive Innovation By Combining Leading Edge Technology and Reliability at a Cost Effective Price Point Commitment to SMB Market
- Demonstrate Market Leadership In Key Technologies Areas:
 - Switching
 - NAS
 - Wireless/Router
 - Network Management
 - IP Telephony
 - Complete Business Communications Solutions
- Simplify Network Infrastructure Deployments
- Differentiate From Retail Products: “Business Series” Naming
-  **LINKSYS® Cisco Trade-Up Program**



- Built for Business
 - Breadth of Solutions
 - QoS Enabled Across Product Line
 - Strong Security
 - Reliability/Availability
 - Quality
 - Manageability
- Affordable, Feature-Rich Solutions
 - Voice, Video and Applications
- Highly Configurable Standards Based Solutions
 - Simplified Integration In Multi-Vendor Environments



LINKSYS® Business Series

A Division of Cisco Systems, Inc. Affordable Network Connectivity Solutions For Small Business

Routers/Wireless

LAN Switching

Network Storage

IP Surveillance

SoHo



WRV200
SPI Firewall/Wireless Router
- 1x2 MIMO (Ext Range)
- VLAN & QoS Support



SD205/SD208
SD2005/SD2008
Unmanaged Switching
- (5) & (8) Port FE
- (5) & (8) Port GE



WVC54G
Wireless Camera
- Built In Web Server
- Support For Multiple Users

Small Office



RV042
SPI Firewall/Router
- Dual WAN
- (30) 3DES IPSEC VPN Tunnels
- QuickVPN Support



SR216/SR224
SR2016/SR2024
Unmanaged Switching
- (16) & (24) Port FE
- (16) & (24) Port GE



EFG 120/250
Network Attached Storage



WRV54G
SPI Firewall/Wireless Router
- (50) 3DES IPSEC VPN Tunnels
- QuickVPN Support



WAP54GP
Indoor PoE AP/Bridge
- Multiple SSID
- SSID to 802.1q VLAN Mapping
- QoS and Security



SRW224G4
SRW224P
SRW2016/SRW2024
Managed Switching
- (24) Port FE
- (24) Port FE w/ PoE
- (16) & (24) Port GE



WVC200/250
Wireless Pan Tilt Camera
- Built In Web Server
- MPEG4 Video Compression
- Support For Multiple Cameras

Large Office



RV082
SPI Firewall/Router
- Dual WAN
- (50) 3DES IPSEC VPN Tunnels
- QuickVPN Support



SRW248G4
SRW248P
SRW2048
Managed Switching
(48) Port FE
(48) Port FE w/ PoE
(48) Port GE



WAP54GPE
Outdoor PoE AP/Bridge
- Multiple SSID
- SSID to 802.1q VLAN Mapping
- QoS and Security



New Fast Ethernet Switches w/ WebView

WebView With PoE



SRW224P

- (24) 10/100 + (2) GigE w/Combo SFPs
- Up to 12 Ports of 15.4Watts 802.3af
- WebView & SNMP Management
- L2/L3 Policy Filters
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



SRW248P

- (48) 10/100 + (2) GigE w/Combo SFPs
- Up to 24 Ports of 15.4Watts 802.3af
- WebView & SNMP Management
- L2/L3 Policy Filters
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



SRW208P/SRW208MP

- (8) 10/100 (1) 10/100/1000/Combo SFP
- (4) Ports of 15.4Watts 802.3af, Upgradeable to 8 Ports
- WebView & SNMP Management
- L2 & L3 Filtering
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x

WebView



SRW224G4

- (24) 10/100 + (4) GigE w/Combo SFPs
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



SRW248G4

- (48) 10/100 + (4) GigE w/Combo SFPs
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x



SRW208/SRW208L/SRW208G

- (8) 10/100 – (8) 10/100 +Gige/SFP – (8) 10/100 + 100-LX + SFP
- WebView & SNMP Management
- L2 & L3 Filtering
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x

Available Now

Q1 CY'06

Q2 CY'06

2H CY'06

New Gigabit Switches w/ Web View

WebView With PoE



SRW2024P

- (24) 10/100/1000 w/ (2) Combo SFPs
- Up to 12 Ports of 15.4Watts 802.3af
- WebView & SNMP Management
- L2/L3 Policy Filters
- QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad



SRW2008P

- (8) 10/100/1000 w/2 Combo SFP
- (4) Ports of 15.4Watts 802.3af, Upgradeable to 8 Ports
- WebView & SNMP Management
- L2 & L3 Filtering
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x

WebView



SRW2048

- (48) 10/100/1000 w/ (2) Combo SFPs
- WebView & SNMP Management
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x

Firmware Upgrade (Available Now)



SRW2016/2024

- (16/24) 10/100/1000 w/ (2) Combo SFPs
- WebView & SNMP Management
- QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad



SRW2008

- (8) 10/100/1000 w/2 Combo SFP
- WebView & SNMP Management
- L2 & L3 Filtering
- L2 & L3 QoS – 802.1p/DSCP
- Port Based/802.1q VLANs
- 802.1d, 802.3ad, 802.1x

Available Now

Q1 CY'06

Q2 CY'06

2H CY'06

Access Points



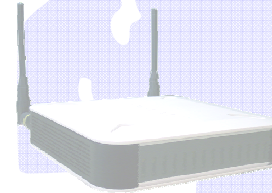
WAP54GPE - Outdoor

- 802.11g
- Multiple SSIDs
- Power over Ethernet
- Internal Directional Antenna



WAP54GP - Indoor

- 802.11g
- Multiple SSIDs
- Power over Ethernet & AC/DC Powered
- Omni-Directional Antenna - Detachable



WAP200 – Indoor 1 x 2 MIMO

- 802.11g
- Multiple SSIDs
- Power over Ethernet & AC/DC Powered
- Omni-Directional Antenna - Detachable

Available Now

Q1 CY'06

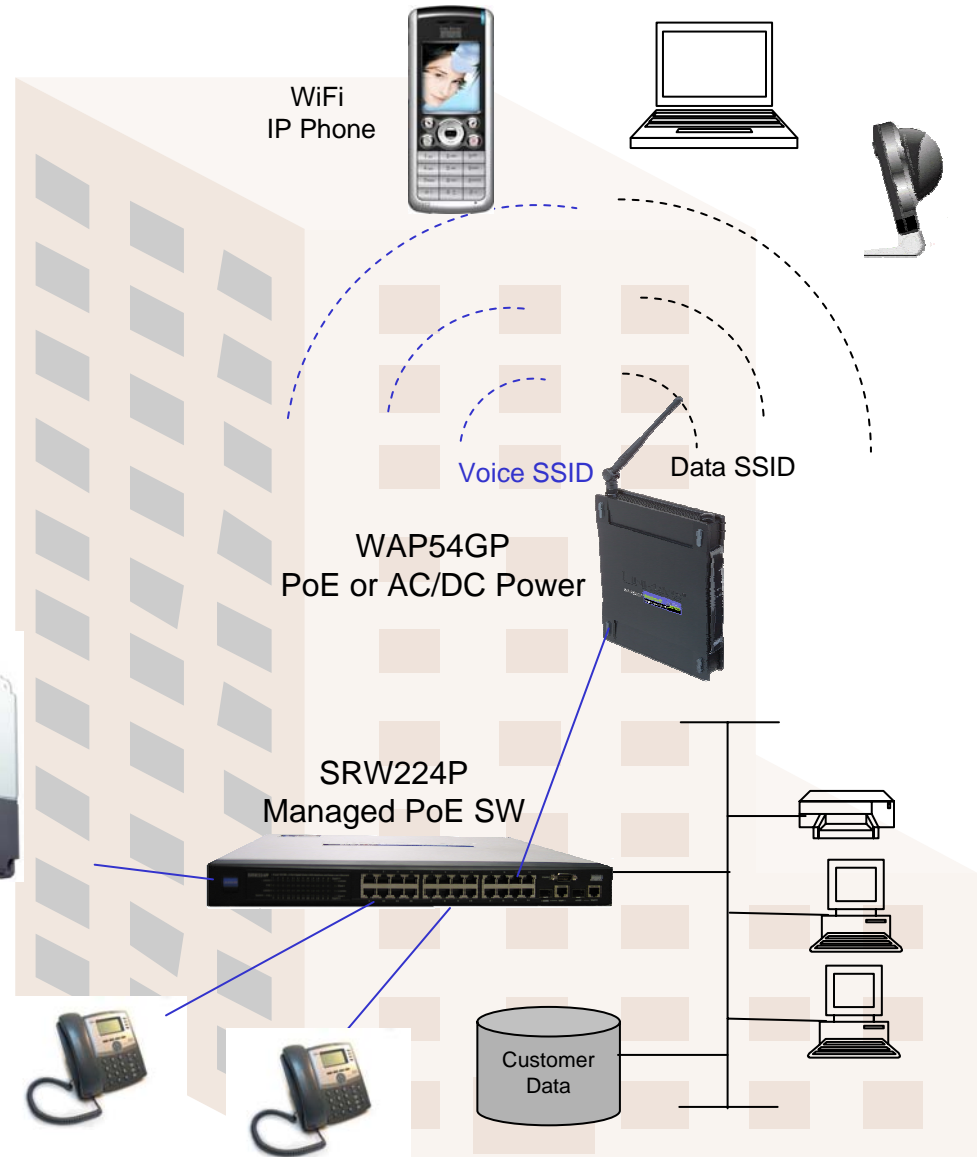
Q2 CY'06

2H CY'06

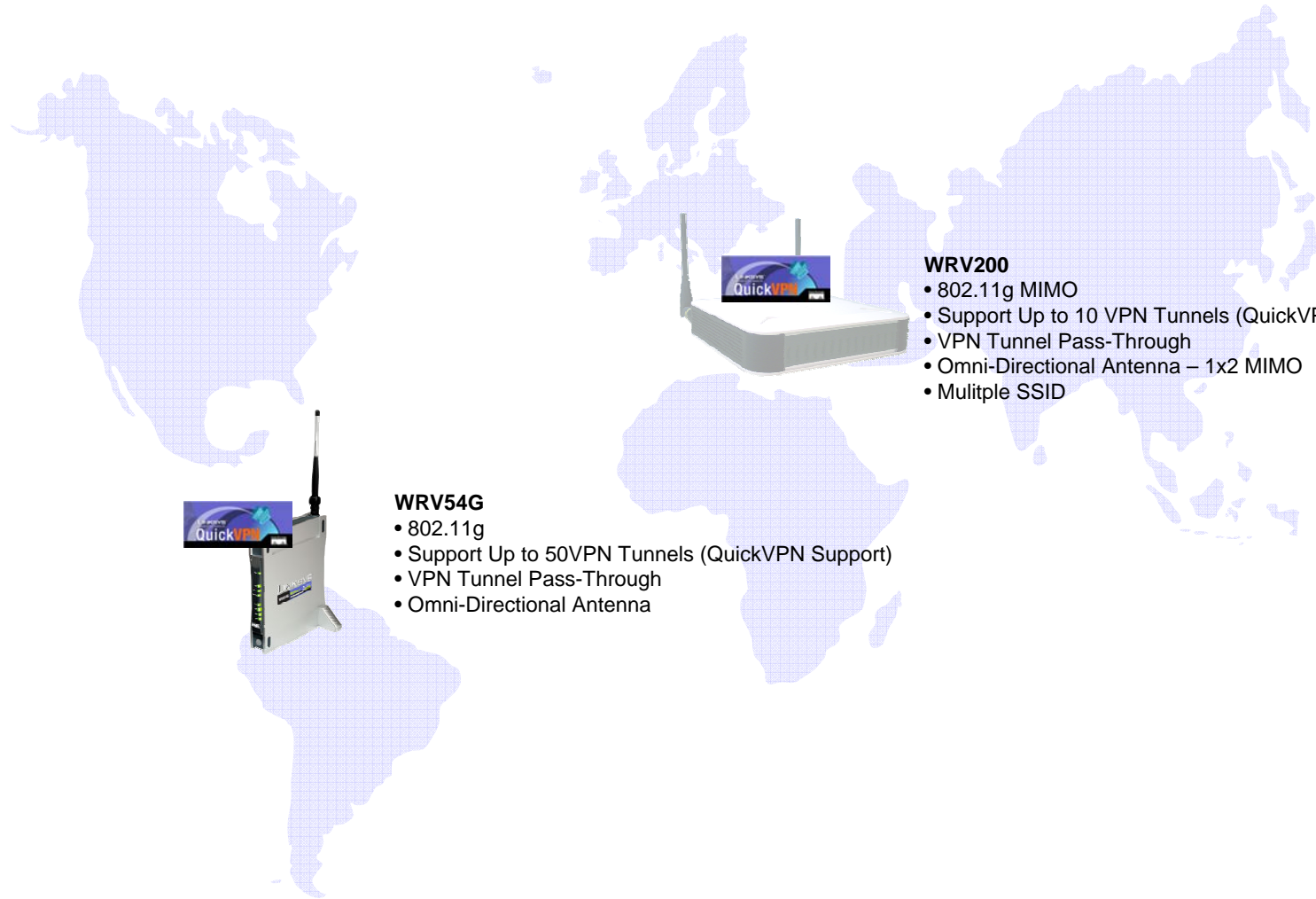
Wireless Solution Example

Key Features:

- 802.11g WiFi with PoE
- Multiple SSID->VLAN Mapping
- Security and QoS
 - 802.1x, WPA, WME
- Multiple AP Modes
 - AP, P to P, P to MP



Wireless VPN Routers



WRV200

- 802.11g MIMO
- Support Up to 10 VPN Tunnels (QuickVPN Support)
- VPN Tunnel Pass-Through
- Omni-Directional Antenna – 1x2 MIMO
- Multiple SSID

WRV54G

- 802.11g
- Support Up to 50VPN Tunnels (QuickVPN Support)
- VPN Tunnel Pass-Through
- Omni-Directional Antenna

Available Now

Q1 CY'06

Q2 CY'06

2H CY'06

Wired VPN Gateways



RVL200

- (1) FE WAN + (4) FE LAN
- Integrated SPI Firewall
- SSL VPN Support
- IPSEC Branch Office Support

IPSEC/SSL VPN/Firewalls



RV042/RV082/RV016

- Dual WAN Ports
- Integrated SPI Firewall
- HW Accelerated VPN
- QuickVPN Support



RVS4000

- (1) GigE WAN + (4) GigE LAN
- Integrated SPI Firewall + IPS/IDS
- QuickVPN Support

IPSEC VPN/Firewalls

Available Now

Q1 CY'06

Q2 CY'06

2H CY'06

WVC200 Pan/Tilt/Zoom Camera

- Pan/Tilt/Zoom Camera with Audio
- Key Features
 - Wireless G
 - MPEG4 or MJPEG Encoding
 - Motion Detection
 - Built-in Microphone
 - IR Cut Filter – for Low Light
 - 2X Digital Zoom
 - FTP Client
 - CMOS
 - Multiple Camera Monitoring



WVC200 – Estimated Street ~\$279.99

- Primary Features:
 - SIP
 - WinCE 4.2 – Upgradeable to WinCE 5.0
 - 32 MB SDRAM
 - 64 MB FLASH
 - 802.11
 - B & G at Launch
 - I, WPA and E as a Firmware Updates
 - Multiple SSID
 - Remote, Secure, Automatic Provisioning
 - Network Selection Profiles
 - Auto
 - Pre-Set Profiles
 - Network Profile Configuration
 - Static IP/DHCP
 - WEP, WPA
 - +30hrs (standby) +3 hrs (talk time)
 - Speaker Phone
 - Phone Book
 - Call Forwarding
 - Multiple Ring Tones
 - Call Logging (Missed, Dialed, Received)
 - Volume Control



High Resolution Screen

- TFT
- 240 x 320
- 2.2"



Working with an ITSP



- **Linksys highly recommends using the service offering of Service Providers that carry this designation: Participating Linksys Small Business Service Providers (SBSP)**
- **SBSPs have met criteria outlined by Linksys including:**
 - Certification of the LVS 9000 for use with their network services
 - Completion of specialized training from Linksys on LVS 9000
 - Provides Tier 1 and Tier 2 technical support to service subscribers and partners selling their service
 - Offer a bounty or recurring revenue opportunity for Linksys Approved





The growing list of SBSP partners can be found on www.linksys.com

Sample ITSP #1 Service and Partner Bounty/Recurring Revenue

4 Lines with 5000
minutes/month usage

Monthly Recurring Service Cost/Line Direct Dial or Toll Free #	\$39.80/Month	\$39.80
Per Minute Usage: Calls to US, Canada or 22 International Destinations	1.9 Cents/Minute	\$95.00
Voice Mail, Caller ID, Call Waiting, 3 Way Calling, 411 Directory Assistance	No Charge	
EST Monthly Service before Taxes		\$134.80
One Time Bounty/Line		\$25.00
10% Recurring Revenue		\$13.48/Month

Example Incentive for Partners

Sample ITSP #2 Service and Partner One Time Bounty

Unlimited US/Canada
Up to 6 inbound/2 outbound
simultaneous calls

Monthly Recurring Service Cost/ 1 Main Line DID/1 FAX DID Toll Free #	\$19.95 one time set-up \$49.95/Month \$3.95/month	\$49.95 \$3.95
Unlimited US & Canada Calling local/long distance 400 Minutes Fax International calling	Included Varies by country	
Voice Mail, Caller ID, Call Waiting, Call Forwarding, 3 Way Calling	Included	
EST Monthly Service before Taxes		\$53.90
One Time Bounty/Line		\$100.00

A Complete Solution for a Small Business

