

# Covad VoIP vPBX Managed Service

## Reviewer's Guide

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## ***Introduction***

This document is your reviewer's guide for Covad's VoIP vPBX service. It is designed to provide you with information you need to easily and quickly make an accurate assessment of Covad's VoIP vPBX offering.

After a brief summary of the vPBX service, this guide will highlight key features and then walk you through the Covad Dashboard, which is the primary user interface and is packed with innovative features. This guide then briefly describes the VoIP competitive environment. Please note: it is important to understand when evaluating this product that vPBX is not intended for consumer use nor is it intended for use by large enterprises.

***Covad vPBX is designed for use by the small- and medium-size organizations with 20-250 employees.***

Finally, this guide concludes with sections that describe service pricing and packaging and support. Links to additional resources also are provided along with brief background information about Covad.

Thank you for taking the time to evaluate our Covad VoIP vPBX offering. Should you need any further editorial assistance, please don't hesitate to call at any time:

- Kathleen Greene, Covad, Director of Media Relations, 408-952-7434
- Pavel Radda, Covad, Public Relations Manager, 408-952-7425

## ***Covad VoIP vPBX Service***

Covad VoIP vPBX is a managed service expressly intended for small- and medium-sized businesses (SMB) that allows them to leverage the power of converged voice and data. As a managed service, it is simple and easy to deploy.

In addition to integrated voice and data, it provides audio conferencing and Web-based collaboration along with a host of advanced capabilities, such as a sophisticated directory service with both look-up and reverse look-up features. All of these capabilities are accessed, controlled, and managed through a simple Web-based interface, the Covad Dashboard.

As such, our Covad VoIP offering delivers a managed service. Covad handles the communications links, the implementation, and can provide the on-premise equipment. Our 24x7 network operation center (NOC) ensures responsive high quality, high availability, high performance service for each customer.

Covad VoIP is currently offered in 42 markets across the country. It will be available in all Covad markets nationwide by year-end 2004. For a complete list of markets served see the Additional Resources section on this document. New markets are continually being added.

## Key Features

Covad VoIP vPBX provides a rich set of features for the SMB market.

The following table describes the main features:

Covad VoIP vPBX feature	Description
Integrated voice and data	End-to-end, fully managed voice and data service installed and supported Covad. The goal is to delegate day-to-day administration to end users while eliminating the need for day-to-day site management by the customer.
Covad Dashboard	Easy-to-use, browser-based interface enables access to an individual's personal dashboard from any broadband connection, in the office or on the road.
Conferencing	Join multiple (2-10) people on a common call instantly (no reservation) or as a scheduled call. This is a reservation-less conference and does not require a call-in number.
Collaboration	Allows users to share applications or files over the Web and provide a parallel audio conference. It allows users to provide input in real time and make modifications to documents visible instantly to everyone on the conference.
Directory service	Allows users to search for people and businesses in public directories directly from the Covad Dashboard. It also provides reverse searching.
Contact list management	Maintains, manages a personal address book; easily search (lookup), add, edit, and remove contacts; provides one-click dialing of contacts and dial-by name capabilities.
Integrated Instant Messaging	Chat immediately with other employees in your company.

Visual voice/fax mail	View voice mail and fax mail messages from a Web browser. Hear voice mail on your PC with one click. Forward and save messages on your PC.
Find me/follow me (call control)	Users can direct calls to whichever phone or telecommunications station they are using at the time. Set different instructions for different callers.
Call management	Administrators can monitor employee call activity from any location.
Simplified implementation	Covad delivers and manages high-speed Internet service bundled with PBX voice services to provide Internet access, email, and Web hosting along with integrated voice services. The managed service removes complexity while ensuring quality and performance.
Dial by name	Allows users to initiate calls by inputting a name.
Click to call	Allows users to initiate calls simply by clicking on the phone number.
Call logs	Maintains a record on calls sent and received.

## ***Taking Covad VoIP vPBX for a Spin: Recommended Review Process***

The best way to experience Covad VoIP vPBX is through the Covad Dashboard, a personalized console to the capabilities of the system.

- Following login, you are presented with a multi-frame display. Here you can:
- Immediately check your call log, conferencing activity and IM activity.
  - Tabs will take you to a review of your messages, meeting activity, and your directory.
  - Initiate the Find Me function, search for contacts, or do quick dialing.
  
- Click the Help tab to download the Covad Dashboard user's guide and other training documentation.
  
- The Messages tab takes you to the visual voice mail and fax mail viewer. From here you can:
  - Scan messages and delete or forward messages.
  - Single clicks allow you to add to and manage your contacts, dial a number, or view a particular message.
  
- From the Meeting tab you can attend, find or schedule a conference, or initiate an immediate conference.
  
- The directory tab enables you to find people or businesses. You can also search and reverse search (finding a name based on a phone number or address) through public directories.

The Covad Dashboard is completely browser based. It can be accessed from any broadband connection to the Internet.

## **Competitive Landscape and Assessment Criteria**

The competitive VoIP market is divided into three major types of players: consumer products, PBX products and managed services.

1. Consumer VoIP products, like those from Vonage and AT&T CallVantage, use the public Internet for the purpose of delivering very low-cost phone service to residential consumers. Although they generally succeed in delivering inexpensive phone service, the quality of the call can sometimes suffer. Covad is not focused on the consumer market.
2. The PBX market consists of the large telecommunications vendors that sell complex, expensive PBX equipment for use by large enterprises. This equipment can be used in conjunction with high-speed communications links and appropriate devices to create an effective VoIP solution. This approach is expensive to implement and maintain, and is suitable primarily for large companies and those with sophisticated computer-telephone integration needs. (Covad VoIP PBXi offering serves this market.)
3. The managed service market delivers PBX-quality VoIP to small- and medium-sized companies with up to 250 phones per site. With a managed service, VoIP travels over the carrier's network, not the public Internet, and is hosted by the service provider's computers. Covad, as service provider, also arranges for the leased lines to connect to its nationwide network and can provide appropriate on-premise devices. Customers achieve business-class VoIP service without having to buy costly telecommunications equipment or manage a complex voice-data telecommunications system.

In the case of the Covad VoIP managed service, customers use a broadband connection to access a portal for the purpose of controlling their voice service. For example, by using a mouse to point and click, customers can pull others into conference calls without ever dialing a phone number. Similarly, they can point and click to review their call logs and faxes.

The following table describes key VoIP assessment criteria:

<b>Key VoIP Assessment Criteria</b>	<b>Desired capability</b>
Call quality	High quality 24x7 service availability, reliability
Telecommunications line quality	High performance Dedicated private line
Ease of use	Browser-based call management Point-and-click advanced functionality

Cost	Simple deployment and maintenance  No need to purchase expensive on-premise PBX telecommunications equipment Scalable pricing model with volume discounts Eliminates need to have highly skilled telecom staff to maintain and manage on premise telecom equipment Low cost of maintenance and operations Affordable long distance Dialing by 4-digit extension between remote offices
Support	24x7 live customer support with short hold times VoIP expertise
Availability of advanced features	Integrated voice and data Visual integrated messaging management Conferencing Directory Call control (Find/Follow me) Integrated Instant Messaging Search/Reverse search Activity monitoring Desktop facsimile Click to call Single number for voice and fax

## ***Pricing and packaging***

The pricing for Covad VoIP vPBX service consists of the following costs:

- Per station (phone line) cost -- \$26-\$32 monthly based on volume discount
- Usage fee--\$0.03 - \$0.05 per minute based on volume discount for off-network calls (calls within the network are free)
- Flat-rate pricing plan-- unlimited calling options

In addition, customers are responsible for the cost of the high-speed telecommunications link and the on-premise equipment (phone/station, router or Ethernet switch). Covad recommends Cisco IP phones and routers.

Customers can purchase Covad VoIP vPBX managed service directly from the Covad sales force or through a network of Covad sales agents. In addition, Covad services are available through independent dealers who offer a Covad-branded service or resellers who offer the Covad VoIP vPBX under their private label.

## ***Customer support options***

Covad provides comprehensive service and support including installation and on-going network management. Customer support is provided through the Covad network operations center, which is staffed 24x7 by trained Covad personnel.

In addition to Covad public relations assistance, Reviewers may contact Covad VoIP customer service department's Mike Kerr at 925-314-3620.

## ***Corporate background***

Covad is a leading nationwide provider of integrated voice and data communications. The company offers DSL, Voice over IP, T1, Web hosting, managed security, IP and dial-up, and bundled voice and data services directly through Covad's network and through Internet Service Providers, value-added resellers, telecommunications carriers and affinity groups to small and medium-sized businesses and home users.

As the first company to commercially deploy DSL in the United States, Covad has spent hundreds of millions of dollars building a network that passes more than 57 million homes and businesses in 35 states - the largest nationwide footprint of any DSL company. Covad VoIP vPBX service is now available in 42 markets nationwide. Covad broadband services are currently available across the nation in 44 states and 235 Metropolitan Statistical Areas (MSAs), which represent over 50 percent of all US homes and businesses.

Corporate headquarters is located at 110 Rio Robles San Jose, CA 95134.  
Telephone: 1-888-GO-COVAD  
Web Site: [www.covad.com](http://www.covad.com).

## ***Additional resources***

### **Covad VoIP vPBX data sheet:**

[http://www.covad.com/companyinfo/pressroom/onlinemediakit/DS\\_VoIP\\_vPBX\\_6\\_04.pdf](http://www.covad.com/companyinfo/pressroom/onlinemediakit/DS_VoIP_vPBX_6_04.pdf)

### **Covad Dashboard data sheet:**

<http://www.covad.com/companyinfo/pressroom/onlinemediakit/dashboard.pdf>

### **Covad vPBX ROI case study:**

<http://www.covad.com/companyinfo/pressroom/onlinemediakit/CovadColorSpot.pdf>

### **Covad VoIP online media kit and white paper(s):**

<http://www.covad.com/companyinfo/pressroom/onlinemediakit/>

**VoIP background:** <http://www.covad.com/companyinfo/publicpolicy/background.shtml>  
and <http://www.covad.com/companyinfo/publicpolicy/voippolicy.shtml>

## **Covad VoIP vPBX Service Now Available in the Following Markets**

Allentown, PA Atlanta, GA Baltimore, MD Boston, MA Boulder, CO Camden, NJ Chicago, IL Chico, CA Colorado Springs, CO Danbury, CT Denver, CO Dallas, TX Fort Worth, TX Fresno, CA	Gary, IN  Houston, TX  Las Vegas, NV Los Angeles, CA Manchester, NH  Miami, FL Nashua, NH Newark and Northern NJ New York, NY Oakland, CA Olympia, WA Orange County, CA Philadelphia, PA Phoenix, AZ  Portland, OR Providence, RI Riverside, CA Sacramento, CA	Santa Barbara, CA San Diego, CA San Jose, CA San Luis Obispo, CA San Francisco, CA Seattle, WA Stamford, CT Stockton, CA Tacoma, WA Trenton, NJ Ventura, CA Washington, DC Wilmington, DE Worcester, MA
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