

# IPTrunking™

A PBX Integration/PRI Replacement Service.

The Top Line. Here is a versatile and cost-effective solution that delivers the benefits of VoIP along with Business Continuity solutions while retaining your existing PBX/Key system and Internet connection for both voice and data.

## IPTrunking: Now You Can Make Your Move—And Do It On Your Own Schedule.

If you run a business, particularly a small or medium-sized business (SMB), you are probably weighing how you can economically and easily migrate to the benefits of a VoIP solution while not immediately abandoning the investment you have made in your existing PBX/Key system and handsets.

IPTrunking from ISWest is the solution that will allow you to make that move by giving you the ability to:

- purchase a limited number of lines to match your communications costs closely to your actual business needs
- consolidate your data and voice bills to lower expensive phone bills due to long distance calls and the taxes that go with them
- leverage your existing Internet connection for both data and voice
- streamline your communications platform and enjoy immediate and significant economic advantages while smoothly transitioning to a hosted VoIP service
- provide new generation network to enhance your mobility via the ISWest network

## How IPTrunking Smooths The Transition.

Making your move to VoIP is not as challenging a proposition as you might think. Look at a typical “before” scenario. As depicted in Illustration A, voice and data reside on separate networks within the infrastructure, with separate cost centers and, usually, separate support staffs as well. However, with IPTrunking implemented at your PBX site, all of that changes by leveraging your data connection to simultaneously serve both your data and voice needs.

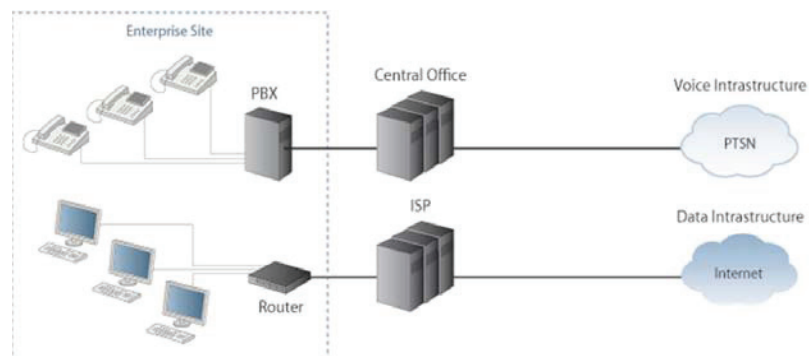


Illustration A

As shown in Illustration B, we show you how you can leverage your existing data connection by utilizing a certified Integrated Access Device (IAD) which is simply installed at your premises, and connects to our proprietary network via our IPDirect™ service or via a broadband connection like cable or the Internet. This configuration provides the necessary amount of trunks (DSO) access to DIDs nationwide—and can also lower your long distance bills and other related fees and taxes.

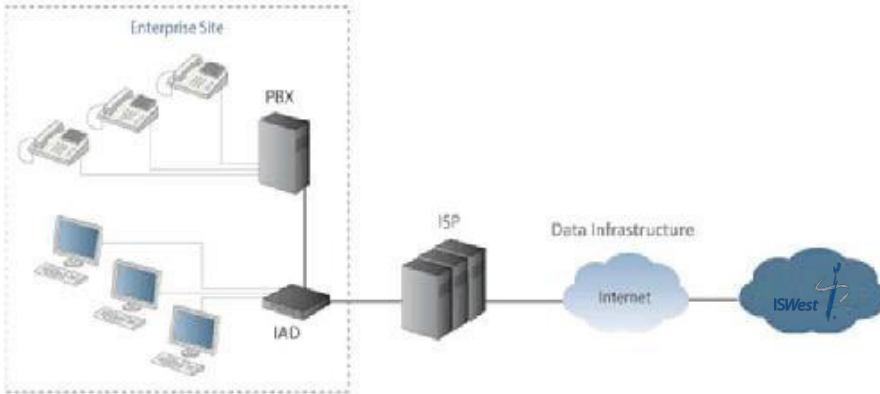


Illustration B

#### Business Continuity.

In the event of a natural disaster or calamitous event, our Business Continuity solutions enable enterprises to automatically re-route calls to maintain telephone service to any location and any device, including landline phones, mobile devices and PC-based softphones. This disaster recovery solution includes simultaneous ringing and sequential ringing to multiple locations, support for telecommuting, and unified voice messaging and single mailbox across multiple technologies.

#### IPTrunking Options.

Choose the option that best meet your business need!

- IPTrunking Basic - includes basic Dial Tone
- IPTrunking Executive - includes most popular calling features including Simutaneous Ring
- IPTrunking Premium - includes Executive calling features plus Conference Calling and Auto Attendant

#### IPTrunking Usage Plans.

Two usage plans available with each IPTrunking options:

- Plan A - includes 1000 minutes outbound local and domestic long distance calling and unlimited inbound minutes
- Plan B - includes unlimited outbound local and domestic long distance calling and unlimited inbound minutes

**Make Your Move. Call Us At (818) 735-3000 To Find Out More About IPTrunking SMB And The Entire Portfolio Of ISWest Services.**

#### ISWest

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Internet Specialties West is a nationwide IP-based network operator that, thanks to our nationwide, high-performance IP network and CLEC footprint, delivers enhanced IP applications to small and medium-sized businesses through channels of strategic partners and resellers, as well as VoIP and TDM services to carriers.