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*IP-Enriched Phone Lines  
Without VoIP*

**ServicePoint**

October 2009

# Landline Relevance Today

- Why keep a residential landline?
  - Household vs. person
  - Privacy – restrict who has your cellphone numbers
  - Sound quality
  - Always on (no need to recharge, works in power outages)
  - 911
  - Alarm systems
  - Directory listing
  - Fixed cost
- Landline annoyances
  - People calling when no one's home
  - Messages in more than one place
  - No idea when messages are left

# ICM Adds Relevance to Landlines

- Notifies household members when a call is occurring
  - Mom & Dad login to ICM automatically from work
- Provides a new opportunity to take important calls
  - School, doctor, contractor
  - Flip the call to work phone, cell, spouse's cell...
- Provides more timely notification of missed calls
  - Name, number, city, province, time of call
  - Pop-up and/or email/text
  - Includes instructions on calling the message centre

# Example

1 Bill calls Mike at his home number



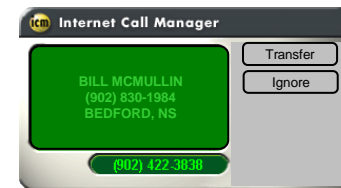
Bill (902) 830-1984

Mike's House (902) 422-3838



2 Line rings three times then forwards to ICM

3 Mike sees the call at work via his ICM pop-up – he chooses to transfer the call to his cell

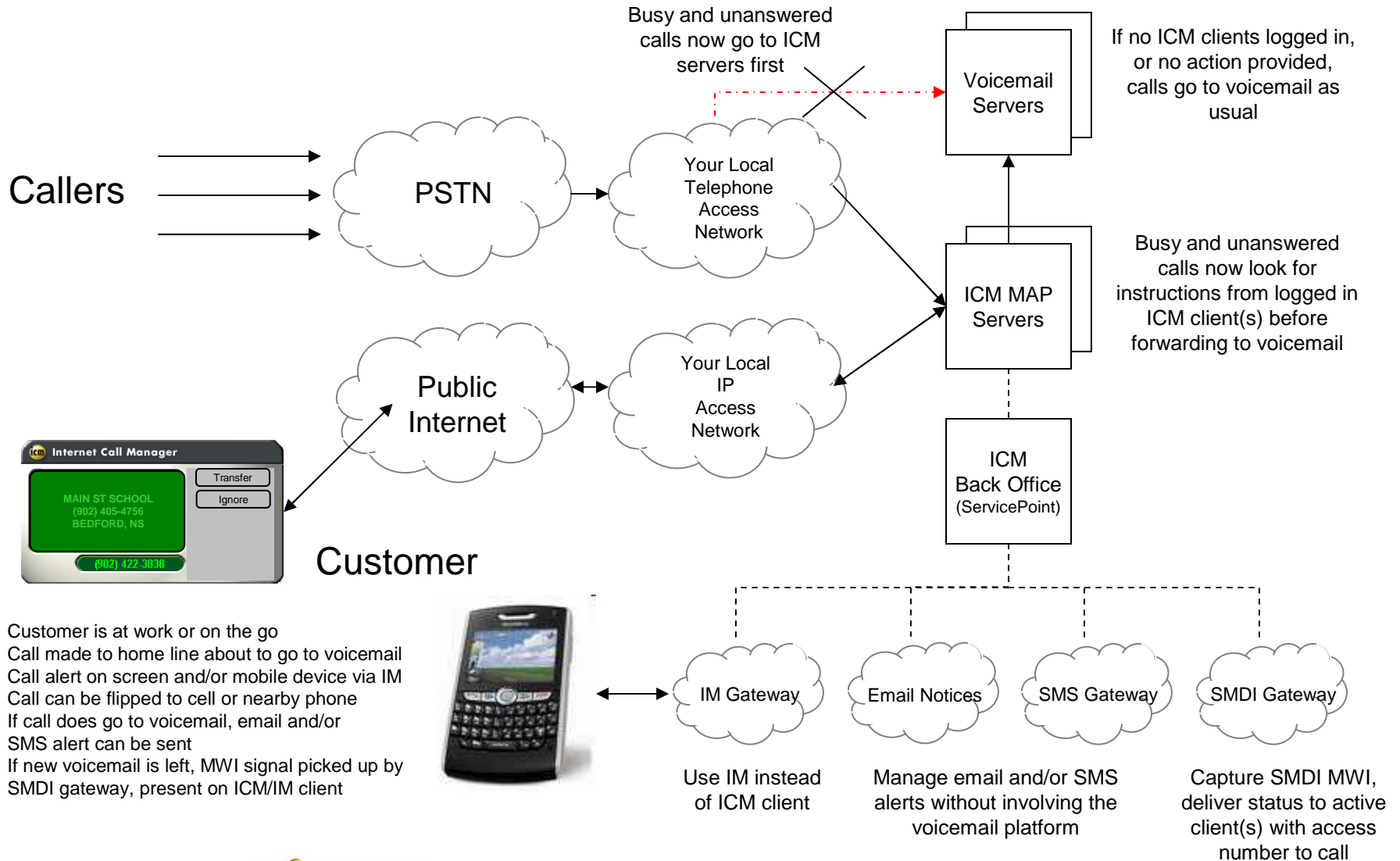


Mike's Cell (902) 497-4777



4 Mike's cell rings complete with Bill's original Caller ID

# ICM & Voicemail



- Customer is at work or on the go
- Call made to home line about to go to voicemail
- Call alert on screen and/or mobile device via IM
- Call can be flipped to cell or nearby phone
- If call does go to voicemail, email and/or SMS alert can be sent
- If new voicemail is left, MWI signal picked up by SMDI gateway, present on ICM/IM client



# Same Thing with Wireless

1 Bill calls Mike's cell



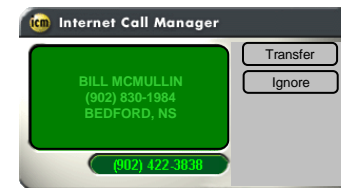
Bill (902) 830-1984

Mike's Cell (902) 497-4777



2 Mike's at work but his phone is shut off / at home / in his laptop bag / out of range / expensive during the day / frowned upon at work

3 Mike sees the call via his ICM pop-up – he chooses to transfer the call to his office line



Mike's Office Phone (902) 405-4265



4 Mike's office phone rings and he has what appears to be a typical call

# Service Provider Simplicity

- Insert ICM service before voicemail
  - Change CFB/CFNA to ICM pilot
  - ICM re-routes the call to voicemail (with original OCN)
- Works with any voicemail service
  - No IP connectivity – just telephony path
- Sim Ring even more powerful
  - IP-enabled desktop is like a real-time “carbon copy” of calls
- ASP option viable and proven
  - Millions of calls since 1997
- Completely brand-able
  - Website, client

# Good for Consumers and Service Providers

## Why Consumers Should Like It

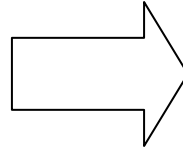
- Regains control of calls made to home
  - Home landlines aren't going away that fast...
- Live call alerts are compelling content
  - Fun, short, impactful – like SMS has become
- Brings e-mail and SMS alerts into the picture
  - Many consumers would say these are overdue
- Provides a web-based place to set things up
  - Not an old telephone UI geared to pagers
- Does not change the voicemail experience
  - It's not broken – why would anyone fix it?
- Keeps audio things audio, web things web
  - Not “unified messaging” where the focus is on “listening to voicemail over PC speakers”

## Why Service Providers Should Like It

- “Cool factor”
  - Something new and different
- Inexpensive
  - Nothing to buy
- Bridge to full UM
  - If in fact consumers even want that
- Puts the brand on the desktop
  - Several positive exposures per day
- Unique
  - Real-time alerts & call control, not messaging which works fine
- Voicemail system agnostic
  - Any system, no matter how old
- Does not change voicemail experience
  - Same everything – even access #
- Proven technology
  - ICM servers can easily handle this traffic

# The Evolution of ICM

“Stop Missing Phone Calls  
When You’re Online”



“Stop Missing Phone Calls  
When You’re Not at Home”

- Dial-up era
- Point solution
- Cellphones 40%
- Text messaging <5%
- Closed IM networks
- Internet naïvité
- Social networking not even a term

- High speed “a given”
- Addresses a range of needs
- Cellphones omnipresent
- Text messaging broadly accepted
- IM federation
- Internet realists – “it has to be simple”
- Social networking turning bits of everyday living into “content”

Turning calls to home into “customer-generated content”  
- quick messages, like text, IM or tweets

# Stop Missing Home Calls with ICM

- Problem – Busy Household
  - Whenever you leave home, you miss important calls to your home number
    - School, prospective employer, doctor, contractor, old friend, family member
  - Not every important caller has your cellphone number
    - And you want to keep it that way
  - Voicemail takes messages, but doesn't let you know quickly who called
    - Most people do not check messages until they arrive home (what's that access number again?)
    - Some voicemail services offer "alerts" but most do not and they are clunky to set up and manage
  - These days when you leave home you're rarely not "connected"
    - Online at work, text messaging on your cell (or instant messaging or email)
  - *Why not use these tools to stay in touch with calls to home?*
- Solution - ICM
  - Add ICM to your home line along with your voicemail service
  - ICM alerts you when a call is about to be missed
  - Take the call in real time on any phone – like your cell or office phone
  - Even if the call goes to voicemail, ICM alerts you right away
    - Your choice of a pop-up, text message, email, instant message – or any combination
  - Caller ID of the caller is included, along with the right number to call to pick up your voicemail
  - It's simple and easy to use – no complicated phone menus or complex web pages