

Complete Business Communications Made Easy and Affordable

Linksys One is one complete, affordable, easy-to-install communications solution for small businesses, delivering business telephone service, data networking, applications, video, and the Internet through one high-speed connection from a hosted service provider.

THE VISION

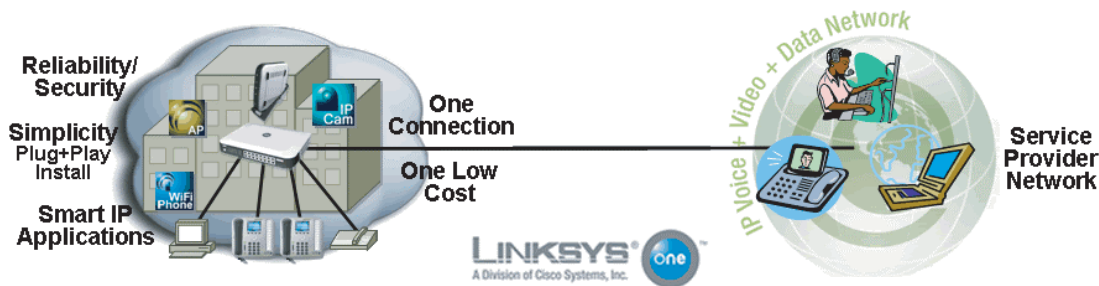
When Linksys announced Linksys One, we did more than announce a new line of products - we introduced a whole new vision for Service Providers to serve the unique communications needs of the small business market more effectively. Linksys One will revolutionize the way small businesses communicate and transact business, providing them with smart, new features and services that enable them to operate with increased efficiency in an affordable way. It will revolutionize the way Service Providers deliver services to the small business market, with a solution that is fast and easy to provision and manage.

Until today, small businesses were faced with limited options from communications solutions that were too complicated, too expensive, or not designed to work as a complete system. With Linksys One, Service Providers can deliver a single system, over a single connection, from a single source that fulfills all their communications needs - data, voice and video networking (Figure 1). All with the security, availability, quality of service, manageability, and flexibility that large businesses have long enjoyed. By eliminating the need to manage separate phone and computer networks, Linksys One takes the burden of communications technology away, leaving companies free to focus on growing their business.

Linksys One creates new opportunities for small businesses to leverage advanced IP communications and applications to improve customer service, staff productivity and their bottom line. This is made possible through Linksys One's extensible services platform that enables Service Providers to deliver powerful business applications to their subscribers as part of their offering. This capability will help attract new subscribers, build customer loyalty and drive new revenue streams.

Linksys One also makes it easy for small businesses to grow and adapt to changing needs without paying for expensive upgrades to their infrastructure. The extensible services platform grows with the business, providing 'plug and play' moves, adds and changes. The system comes pre-packaged and automatically configures itself to provide instant services.

Figure 1 - *Linksys One Solution*



WHAT MAKES THIS VISION UNIQUE?

Purpose-built for the small business: We listened to what small businesses wanted; affordable, complete business communications with easy management and plug-and-play configuration. Then we purpose-built Linksys One to enable Service Providers to deliver on their requirements. With Linksys One, small businesses can now enjoy all the competitive advantages of professional IP business communications that will take their company into the future.

Rapid, flexible service aggregation: We also listened to what Service Providers needed; the capability to rapidly create and deliver tailored communications services to their customers. Linksys One lets Services Providers rapidly and easily aggregate and manage IP applications, operator-developed services, and a broad array of third-party offerings and content to create new, attractive service offerings. The solution redefines how Service Providers compete in the small business market and affords significant opportunities for them to drive new revenue streams.

THE ONE IN LINKSYS ONE

With Linksys One, businesses no longer have to work with multiple sources for their communication needs, or different infrastructures for their communication services. They have just one system, one connection, and one source for everything.

- One complete, affordable communications solution
- One easy plug and play installation
- One source
- One network you can count on
- One solution that grows with you

Increased Integration: The Winning Formula

Unlike other solutions, which may require adding security, resiliency or management as a separate overlay, Linksys One integrates all these capabilities right across our communications devices and infrastructure. The advantage of this is that as new hosted services are required, they can easily be accommodated without the need for expensive upgrades. And a single holistic environment is far more secure and cost-effective to manage.

For the customer it means that extra staff, computers and phones can be connected in minutes - all with the same high level of security, easy management and resiliency.

Linksys One Plug and Play Technologies

Linksys One is a true "Services Platform" capable of enabling growth with tightly integrated new technologies and applications. That's because all Linksys One products are plug and play. They automatically determine the optimal configuration and are functional the minute they're connected, eliminating the need for skilled

IT professionals on staff or on-site. Linksys One's unique network discovery process and automated configuration also mean that new networks, additions to the system, and new technologies require only limited-touch deployment.

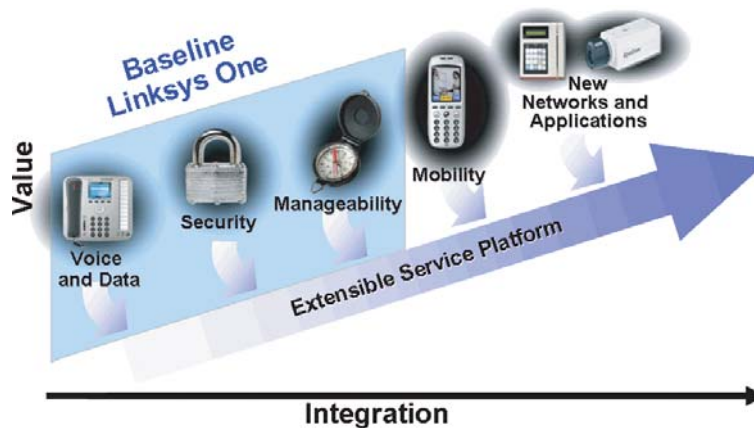
Application Toolkit

Linksys One will provide a unique application toolkit which enables Service Providers to deliver their own, or third-party, business applications and Web services directly to the phones of their subscribers. These can be as diverse as instant messaging, real time stock, currency or traffic information, even environmental controls. The application toolkit is based on the widely-used and platform independent Extensible Markup Language (XML).

As new applications and services become available, Service Providers simply enable customer access, and add a new charge to the bill. Linksys One phones instantly detect and 'learn' about new applications through Linksys One technology, so that subscribers can start using them straight away.

Figure 2 depicts how the Linksys One solution acts as a Service Platform to grow with the business over time.

Figure 2 - *Linksys One's Extensible Service Platform*



LINKSYS ONE: HOW DOES IT WORK?

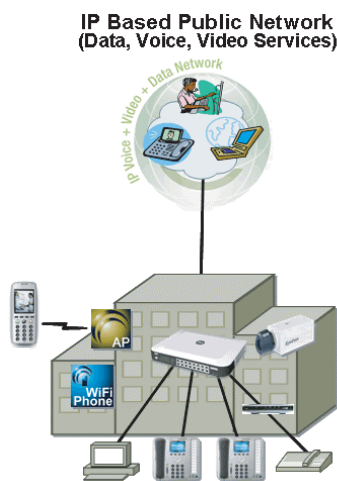
Linksys One is simplicity itself. Instead of paying for and maintaining separate phone and computer networks, businesses have just one converged services infrastructure for everything: phones, data networking, Internet and business applications. All they have to do is contact a Service Provider who offers Linksys One solutions, select the number of Linksys One devices and services they'll need, and their entire office can be set up in less than an hour. With just one contact for everything, frustrating delays are a thing of the past.

Service Providers become the single point of contact for all data and voice communication needs, including local and long-distance calling, broadband Internet access and system monitoring. By combining these offerings and leveraging smart Internet provisioning and management technologies, Services Providers are able to reduce costs while offering value-added new services that build customer loyalty and generate new revenue streams.

LINKSYS ONE: PRODUCT ROADMAP


Linksys One will offer a complete line of robust, innovative communications products as part of its integrated architecture. The roadmap includes affordable IP phones, VoIP WiFi phones with wireless support for desktop phones, voice gateways, network attached storage devices, wireless access points, USB, videoconferencing and video surveillance systems, and much more (Figure 3).

Figure 3 - *Linksys One System Architecture*



Small Business Product Components

Linksys One includes a range of new products especially for the customer premises. The same level of integration and smart simplicity applies to every Linksys product:

Product	Features
 <p>Linksys One 16-Port Services Router : Model SVR3000</p> <ul style="list-style-type: none"> • Services platform • 16 port Powered Ethernet 10/100 switch • Firewall, NAT Router • DHCP, DNS Proxy • Optional VPN client to service node • Priority Queuing • Optional data T1 interface • SIP Proxy/Registrar • Power over Ethernet (PoE) 	<p>The cornerstone of the Linksys One Services Platform and vision is the Services Router (SVR3000). This integrated switch and router provides for plug and play installation and includes advanced features that allow a small business to protect its network and improve productivity.</p> <ul style="list-style-type: none"> • <i>Converged Services:</i> The services router provides access to a single converged network for voice, video and data. In addition to providing the data and voice network, the SVR3000 provides routing, switching, security, services enablement and power to all of the attached devices at the business. All of this, plus integrated voicemail and auto attendant, makes for a low-cost solution that doesn't require multiple boxes or licensing fees. • <i>Optimized:</i> The SVR3000 has integrated quality of service (QoS) that automatically prioritizes all network traffic. The Services Router also has integrated Virtual LAN (VLAN) capabilities to segment services across the network for greater administration efficiencies, security-control mechanisms, and bandwidth-management.

Product

Features

- *Secure:* No need to worry about meeting privacy obligations or keeping hackers at bay. The Services Router provides hardware encryption and robust security measures to protect against attacks on the network. Integrated firewall technology provides a robust means of protecting business communications over the Internet.
- *Manageable:* The Services Router gives the Service Provider ongoing controlled management access so that the small business network can be optimized and easily expanded remotely.
- *VPN access:* In the future, it will be possible to easily connect offices via a secure 'always on' Internet connection.



Linksys One Manager Phone -
Model PHM1200

- 10/100 Switch
- Dual USB 1.2 (optional WLAN i/f)
- 16M Flash
- 64M Ram
- 24 Feature/line buttons, 4 softkeys, 1 Selector button, 3 fixed feature buttons
- Pixel-based color/backlit touchscreen
- Application developer XML engine
- Full feature set (within phone)·Speakerphone
- Local vmail
- SIP based
- Web customizable (HTTPS)

- *Key System and PBX Replacement:* The Linksys One family of SIP-based IP Telephones offer both the cost-saving advantages of Voice over IP (VoIP) and the voice quality and features of a small business phone system. IP Phones are installed in minutes - simply plug in the phone, enter the customer information, and the business is ready to make and receive calls. There is no central phone system to install and no special servers to set-up.
- *Business Quality:* Linksys One Service Providers ensure delivery of business class voice quality - unlike the 'best effort' audio clarity often provided with other Voice over IP (VoIP) solutions
- *Service Integration:* Linksys One IP Telephones offer much more than just voice. The handsets will integrate with other Linksys One systems, for example: video systems to monitor surveillance areas from the phones; storage systems to record, store and monitor voice calls; IP contact systems to send customer information to the phone along with the call; and unified communications systems hosted by the Service Provider. The Linksys One application toolkit also enables custom IP phone Extensible Markup Language (XML) applications and hosted Web services to be developed.
- Reduced calling charges are the most obvious day-to-day gain for businesses from these phones, but savings in infrastructure, remote management, and monitoring can also be significant.

Product

Features



Linksys One 1-Station Analog Voice Gateway:
Model VGA2000

- Local PSTN access, 911, and Fax
- 1 FXO/ 1 FXS
- 2 USB 1.2 host (file storage, setup)
- VMail for FXO/FXO ports
- E911 support

- The Linksys One family of Voice Gateways increases the flexibility of the system, allowing businesses to integrate their existing analog phones and fax machines. Access to PSTN networks is enabled locally with the Voice Gateway, and it also provides a failover system in case of service outages or emergency 911 calls.

PICTURE THIS: FUTURE PRODUCT AND APPLICATION POTENTIAL

Linksys One provides endless possibilities for small businesses. Here are just a few of the future capabilities:

The plug and play network

- Instantly integrate VoIP WiFi phones, wireless access points, IP video gear, USB and network attached storage solutions into the network. Concerned about security? Add an IP surveillance system, including IP video cameras, to the network - plug it in and go!
- Be in Phoenix and set up a new office in New York without leaving your desk. Manage everything from a web browser - customer data records, extension numbers, call-forwarding options, calling logs, call performance stats, etc.

Not just a phone

- Integrate Linksys One IP telephones with other Linksys One systems. For example, video systems to monitor surveillance locations from the phones. Or storage systems to record, store and monitor voice calls.
- Combine phone and video capabilities in an ad hoc conferencing session. Leverage a dynamic collaboration environment to add participants on the fly, and collaborate in real-time to review and edit documents with shared control.
- Set up video kiosks on the Linksys One phone or a PC, and use it to rapidly update and change displays - from viewing company announcements, to real-time real estate listings, insurance claim status, inventory, stocks, product advertisements or even staff training.
- Add a contact center application, transforming the office into a state-of-the-art call center with Interactive Voice Response (IVR) capabilities. See who is calling and how long they've been waiting. Check out pricing and availability on the phone handset as staff talk with a prospect. Analyze customer calling patterns and staff up for peak times.
- Customize a phone interface with a logo, and deploy it and a set of bundled service templates across one office or a national franchise chain, with each location instantly recognizing the other and automatically adding users to a company-wide address book for easy dialing.

Make secure storage someone else's problem

- Take advantage of hosted storage services to automatically back-up your data or to store voicemail messages offsite.

Add additional business applications, and pay for it by the month

- At the click of a button, provision service provider applications like Customer Resource Management (CRM), Enterprise Resource Planning (ERP), and Supply Chain Management applications to growing businesses.
- Or use the Linksys One application toolkit to develop your own custom IP phone Extensible Markup Language (XML) applications, which take advantage of the converged voice and data network.

LINKSYS ONE VS. OTHER COMMUNICATIONS 'SOLUTIONS'

Other communications solutions may offer VoIP, but they often require the small business to piece the solution together themselves, and maintain multiple relationships with different service providers. Each separate device has to be installed and managed, and upgrades or new products are required every time the company changes or grows. In contrast, Linksys One integration provides a level of flexibility for growth that an ordinary network just can't support. From a small business point of view, Linksys One delivers plug and play capability and the single system that they haven't had before.

With Linksys One, Services Providers and resellers don't have to connect different solutions in an ad hoc manner, and compromise security or risk costly architectural incompatibilities - not to mention the additional administration and training requirements that disparate systems incur. All they have to do is turn on the integrated capabilities they need via one consistent platform. Connect an office, add a new business application, or new technology in hours, not the days it takes with other solutions. The technologies required to support innovation or expansion - wireless, IP communications, high-level security, simplified management - are already built-in to the Linksys One system across our entire product portfolio.

Linksys One removes the complexity and risk of LAN based deployments for Service Providers with an integrated communications platform that allows them to extend their network to the small business desktop. The result of this hosted system approach is much better control of quality and provisioning, and easier deployment of new services.

A solution that grows with the business

Not only is the Linksys One system designed for ease of use at installation, it is also designed for easy expansion. As the communications requirements of the business change, the Linksys One solution can be quickly adapted to add additional user capacity, new technologies, and many other applications without adding technical-support staff and overhead costs to the business. Future Linksys One products - for example, wireless telephones, wireless access points, IP videoconferencing and IP surveillance gear, USB and simple storage components - can be instantly integrated into Linksys One networks. The Service Provider can easily and remotely provision the system. If any new equipment is needed at the business, it can simply be plugged in and it will work immediately. And growing businesses will have access to a whole suite of smart IP applications that make it easier for them to do business.

Linksys and Cisco have applied their collective experience in voice and converged communications to deliver a superior IP communications solution for growing businesses. We package and share these skills with our Linksys One partners so that you can deliver one industry-leading solution to end-users with unparalleled technology, support and market-share leadership.

CONCLUSION

Linksys One makes the vision of an affordable, easy, complete business communications service network a reality. It helps Service Providers and small businesses realize the goal of delivering a converged solution that benefits all. Small businesses benefit from an affordable solution from one source that meets their complete business communication needs - allowing them to focus on their core business and their bottom line. Resellers benefit from a solution that yields higher margins, while being easy to install, maintain and expand.

And by being the single source for business communications, Services Providers can put affordable service convergence to work for small businesses; while at the same time enjoying less customer churn and faster services rollout, increased margins on existing services, and opportunities to generate new revenue streams. Linksys One: it's not just a smarter communications solution; it's a smarter way of doing business.

FOR MORE INFORMATION

For more information about the Linksys One solutions, visit www.linksysone.com, contact your local account representative, or call us at 1-866-870-5823.