

Management Summary

is-phone® click2connect by iscoord ag adds value by enhancing any webpage, directory and community with telephony functionality. This means: A visitor to an is-phone® click2connect enabled website can directly connect with a free phone call to the website or profile page owner or a designated call center with just one mouse-click. The IP-based solution features a light component that is downloaded to the visitors PC once. iscoord's is-phone® click2connect service platform automatically routes the calls and handles the billing. is-phone® click2connect is a value-added service for any business, distributed through telecom, directory or community providers worldwide.

Introduction

In today's business environment a website is a standard feature to present a company and its products/services to attract customers. But still a lot of potential customers do not connect through the website, why? There are many possible reasons for a visitors not making the contact, some of them are: A visitor doesn't want to share any personal information or enter their email address, instead they prefer the phone over the e-mail. Facing the dilemma and privacy issues with their private phone number, the following question comes up: Why isn't there a possibility for prospects and customers to start a phone call by using their Internet browser, since many of the PCs or notebooks are audio-enabled? Moreover, market penetration of applications like Skype indicates that softphone-based solutions have a high market acceptance. iscoord, the leading integrated softphone development company took this approach and offers is-phone® click2connect based on iscoord's award-winning softphone technology to provide a direct, anonymous online call feature for websites, directories, within communities and any other web application.

is-phone® click2connect integrated into websites



The screenshot shows the iscoord website interface. At the top, there is a search bar and navigation links: Home, Sitemap, Contact. Below the navigation, there are links for Softphones, Records Management, Advisory, Downloads & Support, Partners, and News & PR. The main content area features a 'TRY IT:' section with the is-phone click2connect logo and a list of product line items: is-phone for Lotus Sametime 7.5, is-phone for Lotus Notes 6.x/7.x, is-phone for Lotus Notes B, is-phone for Outlook 2003/2007 & Live Messenger, and is-phone click2connect for websites. A yellow arrow points to the logo. A call window overlay is shown in the foreground, displaying the is-phone click2connect logo and a woman talking on a phone. The call window title is 'c2c - Windows Internet...' and the URL is 'http://www.iscoord.com/c2c/index2...'. The call window shows 'Dialing other party...' and a green button to call.

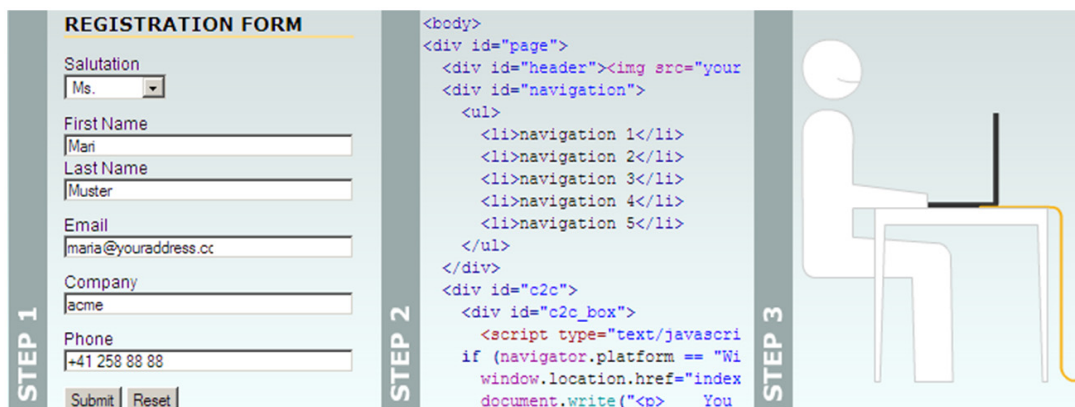
Example for is-phone® click2connect integration into a website and call window

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The iscoord website and directories like hotel reservation or community websites can be powered with a click2connect function fast and easy by integrating an HTML code. Visitors clicking on the phone-button or link will download a light component to their workstation and within a few seconds, initiate the phone call. If a visitor's computer is not audio-enabled (speaker/microphone) or if the Internet browser does not allow the use of specific components, an input field is displayed and the visitor can enter a phone number for a call-back (fixed line or mobile) or an email address.

Benefits: The click2connect function can be used without registration, anonymous and free of charge. No media disruption.

Website owners' view on is-phone® click2connect



1. Setup Account

2. Integrate Code

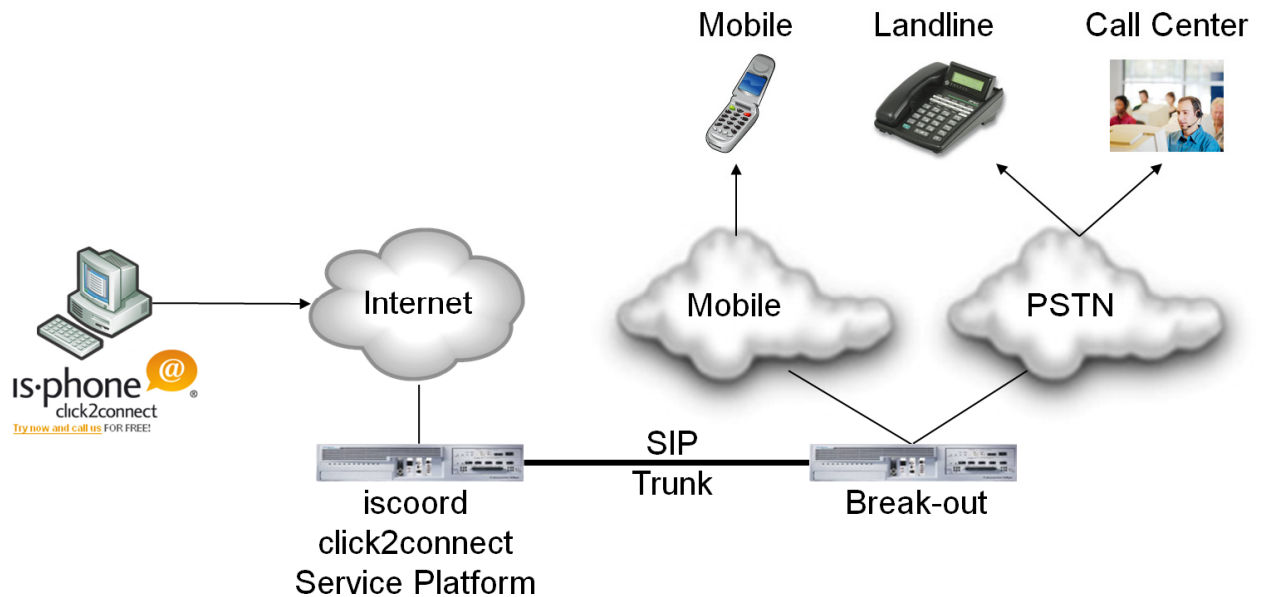
3. Answer Calls

The integration of the is-phone® click2connect function into a webpage is a simple three step process: Registration, integration of HTML code, answer calls. Following the registration on the is-phone® click2connect website, an email with the needed HTML code will be sent to the registrar. This code can be integrated into any website by copy-paste and the website is phone® call enabled and calls can be made with one click.

The business model is based on a one-time setup fee, a monthly maintenance fee and a fee per minute billed over the credit-card. Like with other performance based services, customers can define a monthly budget for phone calls to enable full cost control anytime.

Benefits: The communication between website visitors and owners is available on a 24/7 basis (phone calls, voice mails, call back or email). The implementation does not require any special know-how. Costs are low because no special infrastructure needs to be bought and installed.

Telco's view on is-phone® click2connect



The installation, operation including billing, as well as project management is provided by iscoord and generates no workload for the organization or processes of the Telco's IT department. Telco take over the go-to-market of the solution with respective marketing campaigns and with direct and indirect distribution. All calls transferred from iscoord's Service Platform to the Telco's PSTN are billed by minute and revenue generated will be divided between the Telco and iscoord.

Benefits: is-phone® click2connect allows Telcos to address existing and new business customers (big up- and cross-selling potential). The service is bought on an outsourcing basis from iscoord ag what influences the time-to-market in a positive way. There is no requirement to build internal infrastructure, reducing capital requirements to the bare minimum. ROI is likely to be reached within less than 3-6 month. is-phone® click2connect perfectly fits into marketing needs (performance based) and budget of SMEs and no change in companies' communication infrastructure is needed. is-phone® click2connect allows branding and other interactive advertising possibilities within the call window.

Conclusion: is-phone® click2connect doesn't need internal resources, technical upgrades or process changes and therefore the project can be handled within the marketing organization.

Revenue Opportunities for Telcos and other distribution partners



iscoord ag and is-phone®

iscoord ag, an independent and privately owned company in Zurich/Switzerland, is developing and distributing together with a worldwide partner network the is-phone® softphone technology integrated into IBM (IBM Lotus® Notes®, IBM Lotus® Sametime®) and Microsoft (white label OEM version for Outlook® 2003/2007, Windows® Live Messenger) Unified Communications software or enabling anonymous calls from any website (is-phone® click2connect). is-phone® is SIP compliant, ready to use with any SIP carrier and received certifications of compatibility for IP PBXs from 3Com, Avaya, Nortel and Siemens (others tested or in certification process). iscoord has won 7 awards: DNUG Award 2007, Lotus ADVISOR Editor's Choice Award 2007, IBM Lotus Award "Best in Showcase 2006", VoIPGermany Award 2006, IBM Lotus Award "Best Messaging Solution 2005", Lotus ADVISOR Editor's Choice Award 2005 Silver medal and the IBM CTO Award 2005.

More information about iscoord ag: <http://www.iscoord.com>

More information about is-phone® click2connect incl. online demo: <http://c2c.is-phone.com>