

Kinitron VoIP Solutions:

Technological Convergence:

Over the past year we have seen extensive media coverage on the benefits for business due to the convergence of media, IT and telecommunications. Most views promote benefits for business, which is not surprising when we consider the fact that the consumer electronics market has successfully leveraged this convergence. Consumer electronic companies have realized for some time that 'digitalization' is the prime enabler for convergence. In response to this they have digitalized nearly every one of their products including both content medium and delivery mechanisms. DVDs (content) and DVD players/recorders (delivery mechanisms) are good examples of this and when we consider the impact of personal computers, MP3, digital TVs, etc, we realize that the consumer market has successfully converged technologies to meet customer demand for new products and enhanced services.

Although digitalized, fixed line networks and business telephone systems were deployed before most of these new consumer products existed but telecommunications customers have not yet realized the same benefits of convergence. It is companies and not consumers that are the prime users of fixed line telephone networks and they also have the most to gain from the delivery of new products and enhanced services. As we can glean from the mobile telephone business that this is not a simple matter of the consumer electronics industry being ahead of the telecommunications industry or that consumer demand is more powerful than business demand.

Mobile telephones have seen the same kind of 'revolution' of new products and enhanced services that had transformed the consumer electronics markets. The key that unlocked the mobile telephone 'revolution' was the deployment of digitalized mobile networks, such as G3. Digital networks enable broadband capacity as a delivery mechanism for enhanced services and a wide range of commercial interactions and transactions. This in turn allows a significant migration path of moving from a narrowband voice service (telephone call) to broadband data service (e.g. digital movie clips).

In the same way, the key to unlocking a fixed line telecommunications revolution is to use a digitalized network. The main difference being that a new network does not have to be deployed, as these networks already exist in the form of xDSL copper technologies (ADSL, SDSL etc) and the internet. Currently these technologies are primarily used for broadband data services (e.g. digital movie clips) and not for narrowband voice.

Historically, the transmission and receiving of voice calls was the original intention of the telephone network. Before digital telecommunications existed, narrowband analogue techniques were developed to provide telecommunications networks. These networks were physically large, difficult to manage and expensive to deploy and to maintain. Ultimately, the high costs associated with these networks were passed on to telephone users. This had significant cost and operational impact on businesses.

Alternatively, digitalized networks and in particular data networks like the internet, are easily managed and are inexpensive to deploy and maintain. Voice services can now be delivered over the internet (VoIP) also and with the added benefits providing new products and enhanced features. Today the axiom seems to be, that if it can be digitalized then it can be enhanced, managed, transmitted and received over the internet. Ultimately, there are significant cost savings when compared to traditional networks that can be passed on to customers.

Convergence Strategy:

To any business the enhanced features and cost savings benefits of VoIP should be obvious. In today's economy, businesses rely heavily on computers and software to manage their business

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processes and to aid the delivery of services. With the advent of VoIP a customer's telecommunications equipment (switchboards & handsets) can operate like computers to integrate into business processes and service deliveries. The enabler of these enhancements and the power behind this integration is contained within the software, much in the same way as software enables computer to perform business processes.

However, most telecommunications operators and vendors have adopted the traditional telecommunications strategy of relying on the deployment of hardware with limited software functionality to deliver VoIP services. Kinitron believe that these companies have the wrong focus as the demands of a VoIP market has significantly changed form that of a PSTN (voice telephone network) market. For example BT did not build the internet IT users did. In a similar way that IBM in the early days of Microsoft assessed the best way to meet customer demands incorrectly, the traditional telecommunication companies have misunderstood the market and have implemented a 'business as usual' PSTN strategy.

Unlike traditional operators, Kinitron is a company that specializes in the software development, Business Process Management and 'technology breakthrough solutions'. Kinitron is a new generation operator which a core competence of delivering software synergy that can leverage real benefits and competitive advantage for its customers using Telecommunications and IT technologies.

In alliance with Imperial College and London Innovation Kinitron was commissioned in 2004 to deliver real benefits and competitive advantage to its customers using VoIP. Kinitron have undertaken a strategy of ongoing software development that can be deployed on both current and future generation hardware, such as switchboards, and telephone handsets. This strategy ensures that customers do not have to continually change out their telecommunications equipment in order to utilize future feature enhancements or new VoIP services.

Customer Service:

Research of the telecommunications market revealed that many business customers felt that the industry was dominated by large uncaring operators. The lack of quality of service and poor customer service were the main areas of concern. To meet these demands Kinitron decided to provide their own unique 24x7 high quality telecommunications service with unrivalled customer service. Kinitron integrates with the best ISPs and 1st tier telecommunication operators in order to provide customers with an unrivalled high quality service and turnkey solutions.

Kinitron Service Offering:

The real benefits of convergence for business will not be found at the technology level only. Real convergence will need to embrace a higher level of customer service (effective 24x7 response) with higher levels of supplier customer interaction (better call handling) with lower ownership costs and lower operating costs form service operators, after all these are some of the benefits of using VoIP. Real business benefit will not be realized if operators do not improve their customer service levels from the way that they currently 'handle' existing PSTN and if they do not pass on the VoIP user benefits to their customers.

Kinitron offer the total service offering of 'world class' VoIP service quality, customer service, customer equipment, service feature benefits, software developments, low cost installations and low cost call charges to customers who wish to have real business benefits from real convergence.

Kinitron VoIP Solutions:

Kinitron Telephone Service (VoIP):

Kinitron Telephone Service is VoIP (Voice over Internet Protocol) telephony service that delivers unrivalled customer service levels, quality of service and significant call cost savings. Where a customer has deployed equipment at their prime location (HQ) and additional handsets at off-site premises (branches, remote locations and home workers) including international locations, telephone calls can be made free of charge between these users. Landline destinations to UK local, UK national and many international destinations are priced at 1p per minute with 1p per minute minimum connection charge. Please refer to the Kinitron Call Tariffs table below:

Kinitron Telephone Service provides a fully itemized bill of every outgoing call made from each customer location by user or customer defined groups of extensions (e.g. a cost centre). Billing can be centralized for customers with multiple locations by a submitting a single invoice to the company's central office for payment or to a group of extensions. Customer billing can be produced in electronic format, where appropriate.

Kinitron Call Tariffs:

Destination	Landlines(/min)	Mobiles(/min)	Branch Office	Remote Users
UK	1p	from 9p	0p	0p
Australia	1p	11p	0p	0p
Argentina	2p	12p	0p	0p
Brazil	1p	7p	0p	0p
USA/Canada	1p	1p	0p	0p
China	1p	1p	0p	0p
France	1p	11p	0p	0p
Germany	1p	16p	0p	0p
Hong Kong	1p	1p	0p	0p
India	from 8p	9p	0p	0p
Russia	1p	3p	0p	0p
Singapore	1p	1p	0p	0p

All quoted call rates are exclusive of VAT. All calls are subject to a minimum charge of 1p (where appropriate).

Kinitron VoIP Solutions:

Kinitron Small Office:

Kinitron Small Office VoIP (Voice over Internet Protocol) telephony solution provides businesses with a fully featured switchboard telephony system that is usually associated with large corporate organizations, at an affordable price. Kinitron Small Office facilitates multiple incoming and outgoing telephone calls to run concurrently using an existing or new internet connection, Kinitron Small Office allows a business the possibility to have any UK area code phone number regardless of location.

Kinitron Small Office Highlights:

- Ideal for 'virtual office' remote workers
- Hosted, supported and extendable that can grow from small to large deployments
- Highly competitive call charges to all UK and Global locations
- Multiple incoming and outgoing telephone calls over single internet connection
- No additional BT lines required
- Low start up costs and significant savings in installation costs
- Voice mail for each extension
- Multi-party call conferencing
- Customizable welcome message (Interactive Voice Response - IVR)
- Any area code phone number, regardless of location
- 0845 and 0870 numbers also available
- Choice of handsets
- Easy, efficient installation and customer personalised training package

Kinitron Telephone Service (VoIP):

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Kinitron VoIP Solutions:

Kinitron Enterprise:

Kinitron Enterprise is a VoIP (Voice over Internet Protocol) telephony solution that has been developed specifically for businesses which have 12 or more phone extensions with some remote locations or home workers. Kinitron Enterprise offers a fully customizable switchboard that when installed at the customer's premises will provide a state of the art communications hub to meet the most sophisticated user requirements. Kinitron Enterprise customers can elect to retain their existing digital/analogue telephone numbers for life-time use. These numbers can be transferred and utilized by the company at any UK location without the necessity to change the number or area code. Kinitron Enterprise customers can also elect to have their own unique VoIP telephone number and non-geographic 0845, 0870 numbers are also available.

Kinitron Enterprise Highlights:

- Multiple locations solution
- Modular expansion capability
- Full switchboard functionality
- Scalable up to 250 extensions
- Fully customizable features to meet the unique needs of any business
- Internally hosted, and fully managed and supported
- Supports remote users and off site locations
- Integration with CRM systems
- Customizable welcome messages and programmable interactions (Interactive Voice Response - IVR) with specific user customization facility
- Voice mail for each extension
- Unique multi-party conferencing facility
- Retention and transfer of existing digital and analogue telephone numbers
- 0845 and 0870 numbers also available
- Own unique VoIP telephone numbers also available
- Low cost implementation, expansion and operational costs
- Low cost redeployment of Kinitron Enterprise equipment
- Multiple choice of handsets to meet budget demands
- Easy, efficient and personalised installation and training process
- Highly competitive call charges to all UK and Global locations
- No additional BT lines required



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Kinitron VoIP Solutions:

Kinitron Corporate:

Kinitron Corporate is a VoIP (Voice over Internet Protocol) telephony solution designed to meet the requirements of large corporate organizations, their branch locations and the needs of Global MNEs (Multi National Enterprises) and their international locations. Kinitron Corporate delivers a single switchboard solution for the whole organisation including all locations and company home workers. The single switchboard operates using standard hardware components that are typically found within a company office or data center. Kinitron Corporate uses non proprietary open system (SIP) hardware as opposed to using proprietary hardware, to ensure that its customers are not locked into any one supplier.

Kinitron Corporate offers complete customization of features to match the unique requirements of large customer organisations. Kinitron Voice Recording module which is encapsulated in the system is all software facility that integrates seamlessly with current IT environments. Uniquely, Kinitron Corporate integrates with the customer's business processes, Customer Relationship Management (CRM) and IT platforms.

Kinitron Corporate Highlights:

- Multiple locations solution
- Scalable to thousands of handsets
- Fully customizable features
- Customized billing per location or per business profile
- Customized call ringing plans and linking of groups
- Customizable welcome message (Interactive Voice Response - IVR) - Specific user customization facility
- Integration with CRM systems
- Unique multi-party conferencing facility
- Built-in disaster recovery capability
- Multiple choice of handsets to meet budget demands
- Future proof technology
- Easy, efficient and personalised installation and training process
- Low cost implementation
- Highly competitive call charges to all UK and Global locations

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Kinitron VoIP Solutions:

Kinitron Call Centre:

Kinitron Call Centre VoIP (Voice over Internet Protocol) telephony solution provides everything you would expect from a 'best of breed' call centre telephony solution.

Kinitron Call Centre is a unique and customizable solution providing high levels functionality that fully delivers the specific requirements and demands of a modern call centres. Kinitron Call Centre provides multiple queues, queue-monitoring, agent monitoring, call recording, and real-time call handling statistics, Kinitron Call Centre flexibility provides platforms and solutions that meet a range of customer requirements from the smallest Call Centre operation to the largest Call Centre business.

Kinitron Call Centre Highlights:

- 50% cost saving when compared with traditional deployments
- Highly portable across multiple locations
- Fully featured management tools
- Multiple incoming queues
- Fully customizable Interactive Voice Response (IVR) for each queue
- Call monitoring
- Call recording
- Ideal for telesales and customer service from homes or remote locations
- Significant cost reductions
- Extend customer service after hours to home-based agents
- Reduced number of incoming BT lines



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Kinitron VoIP Solutions:

Kinitron Voice Recording:

Kinitron Voice Recording is a unique software solution that delivers users unprecedented communications flexibility, feature benefits and significant cost savings when compared to other voice recording products. Kinitron Voice Recording is fully designed to complement the Kinitron Small Office, Enterprise, Corporate and Call Centre telephony product ranges.

Kinitron Voice Recording does not require any additional wiring, cabling, custom hardware or recording devices such as tapes or CDs. Kinitron Voice Recording gives users the ability to locate, retrieve and to listen to their recordings within minutes, saving companies significant time and money, when compared to the cost of the several days that it takes to find critical conversations when using the traditional method of listening to tapes. Kinitron Voice Recording provides selective deployment of any required voice recording using extension numbers or incoming telephone numbers. Calls can be stored and listed on a secure intranet and be associated with the customer information, such as emails, within the company's CRM (Customer Relationship Management) system.

Kinitron Voice Recording Highlights:

- Total flexibility
- Integration with CRM systems
- Significant cost savings
- An easy and rapid solution to the location and retrieval of recorded conversations
- Listen to a recorded call via a telephone or by PC
- No need for additional equipment or custom hardware
- Secure web listening of all recorded calls



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Kinitron VoIP Solutions:

Kinitron Solutions & Features:

- Free phone calls onsite, between sites and worldwide to all connected parties
- 1p per minute to landlines in UK, Western Europe, US and other destinations
- 1p minimum (connection) charge
- 2-5 times reduction in telephone call bills
- Significant savings on installation costs, typically 50%
- Unique payback proposition- typically a new installation costs less than the relocation of existing phones
- Voicemail for every phone extension
- Multiparty audio conferencing and voice recording
- CRM integration: Microsoft, SalesLogix, ACT! or with custom packages
- Single switchboard across all sites
- Ideal solution for flexi-working, tele-working and collaborative working scenarios
- Choice of telephone numbers: 0207, 0845, 0870, or any other area code
- Scalable solutions from minimum deployment to complete business switchboard and telephony system
- Simple, low risk entry option with a single phone
- Unrivalled quality 24x7 end-to-end service and support
- Future proof technology
- Easy, efficient installation and customer personalised training package
- Easy relocation of equipment
- Small system self install option –
- Ideal for 'virtual office' remote workers
- Hosted, supported and extendable options
- No additional BT lines required
- Low start up costs and significant savings in installation costs
- Customizable Interactive Voice Response (IVR)
- Any area code phone number, regardless of location
- 0845 and 0870 numbers also available
- Multiple locations solution
- Modular expansion capability
- Scaleable up to 1000s of extensions
- Fully customizable features to meet the unique needs of any business
- Retention and transfer of existing digital and analogue telephone numbers
- Own unique VoIP telephone numbers also available
- Low cost implementation, expansion and operational costs
- Multiple choice of handsets to meet budget demands