



# AltmanVilandrie & Company

## Growing Importance of Managed Value-Added Services

Prepared for :



March 2009

## Agenda

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- Panel Overview
- Introduction to Panelists
- Moderated Q&A
- Audience Q&A

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## Today's Panel

### ***GROWING IMPORTANCE OF MANAGED VALUE-ADDED SERVICES***

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#### **SESSION DESCRIPTION:**

- **Assess** the importance of managed and value-added service offerings now that commoditization of traditional services is occurring and establishment of high-speed data services is becoming more prevalent.
- **Explore** evolving customer product and service needs, in that they will begin demanding a full suite of services across wireline, wireless, and managed services categories.
- **Review** of the competitive environment and the impact of new competition from traditional and other non-communications companies (i.e. Microsoft and Dell) on existing players, who will no longer be protected from new and outside entrants.

**MODERATOR:** Ed Vilandrie, Director and Co-Founder, Altman Vilandrie & Company

#### **SPEAKERS:**

- Jeff Blackey, Senior Vice President, Marketing, Broadview Networks
- Tony Gomez, Vice President, Global Services Division - Americas, ECI Telecom
- Cliff Young, Founder and Chief Executive Officer, ClearPath Networks
- Steve Zimba, Vice President, Marketing, Cbeyond Communications

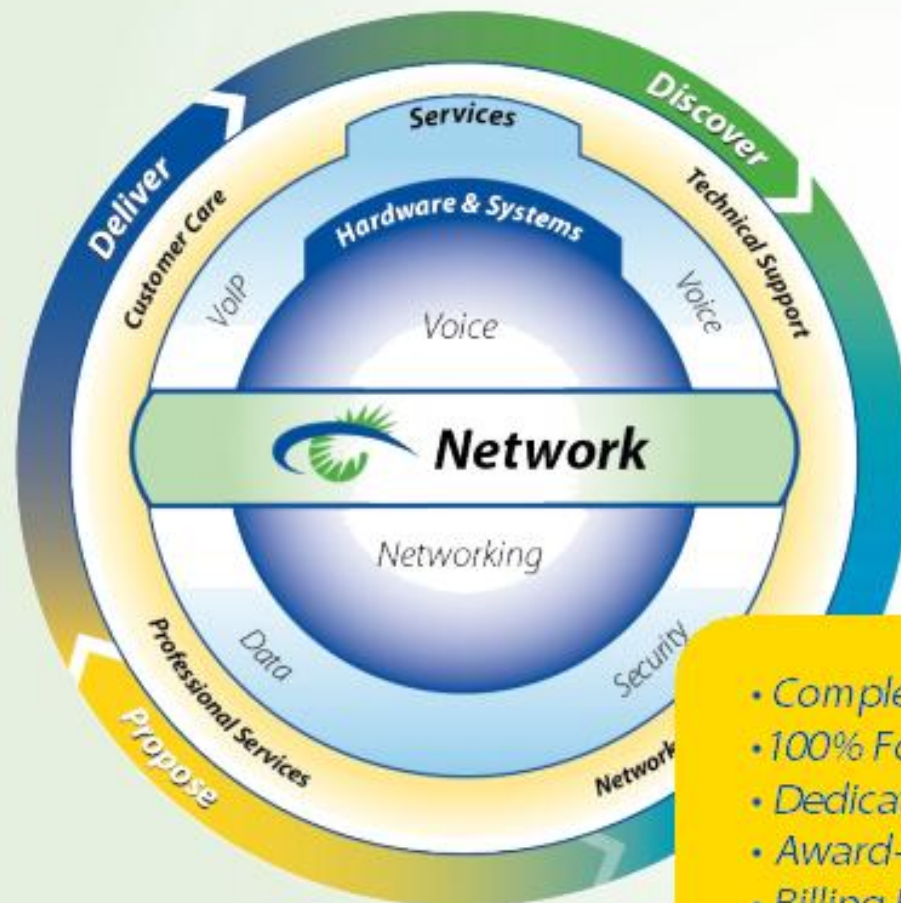
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## Delivering The Total Solution

### The Total Solution



#### Who is Broadview Networks

- Founded in 1996
- Headquarters in Rye Brook, NY
- #57 Largest Privately Held Company in NY
- 1200 Employees and \$500 Million in Revenue
- B2B Focused in 10 Northeastern states

#### Our Investment

- Advanced Converged Network
- Traditional and Next-Gen Services
- Award-Winning Organizations
- Best-in-Class Back-Office

*Approximate values.*

- Complete Service Portfolio
- 100% Focus on Businesses
- Dedicated Project Teams
- Award-Winning Support
- Billing Excellence



1-800-BROADVIEW  
[www.broadviewnet.com](http://www.broadviewnet.com)



# Who is ECI?



- **Global provider of networking infrastructure & Support Services**
  - Service Grade Carrier Ethernet solutions
  - Metro / Regional optical networking
  - PON & xDSL triple-play access
  - Service offerings include Traditional, Managed & Turn-key)
- **Locations**
  - R&D in United States, Israel, India & China
  - Over 35 regional Sales and Service offices
- **Established in 1961**
  - ~2,000 employees
- **Profitable with year-over-year revenue growth**
- **Provides direct Managed Services**
  - To Service providers for their own network
  - As an enabler to Service Providers that want to add Managed Services to their service offering portfolios



**Tony Gomez, Vice President, Global Services Division - Americas, ECI Telecom**



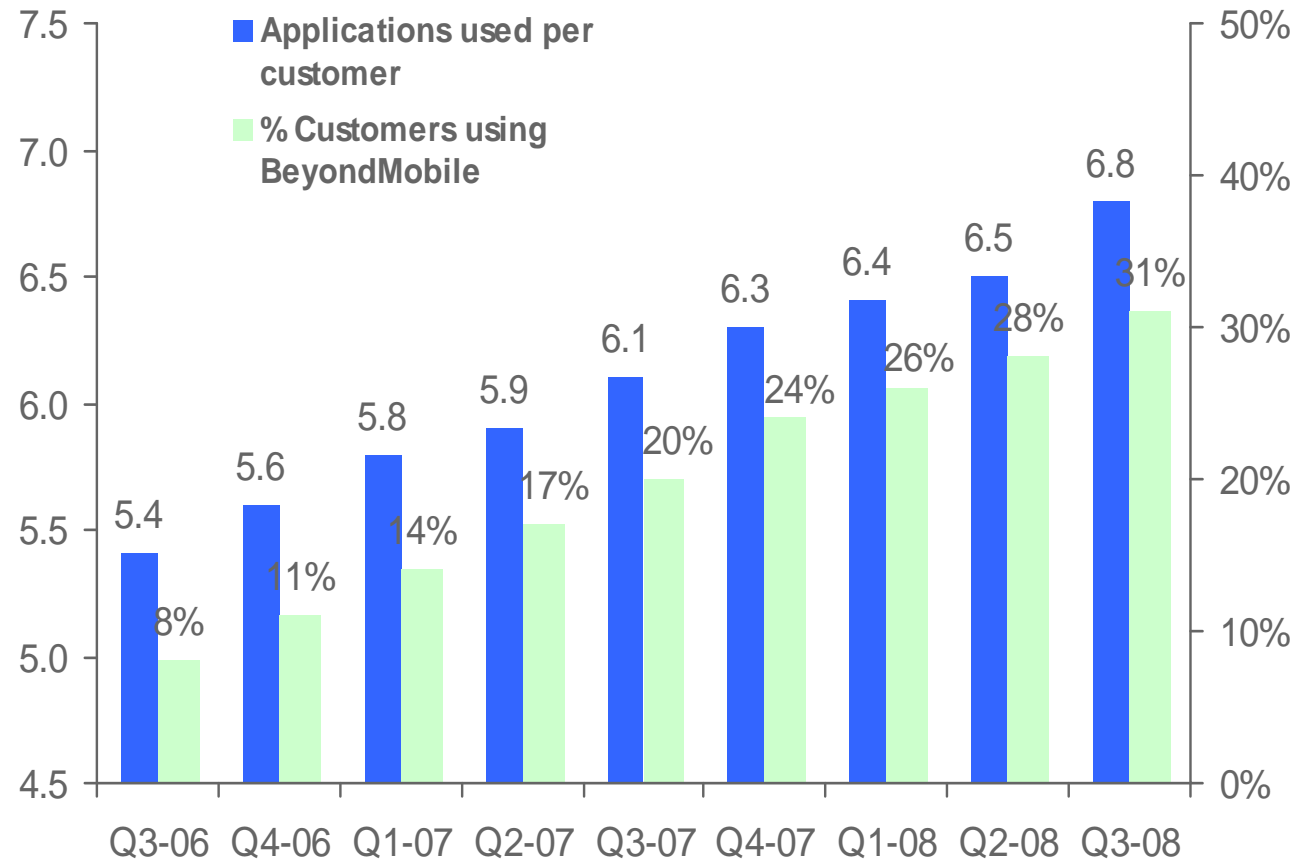
**Cliff Young, Founder and Chief Executive Officer, ClearPath Networks**



# C BEYOND<sup>®</sup>

**Cbeyond's mission is to deliver "big business" communications & IT tools to small business at prices they can afford and we can deliver profitably.**

- 11 Markets Today  
25 Markets in the Future
- Voice, Broadband,  
Mobile, IT Services, Hosted  
Applications
- All IP Platform,  
Applications Hosted in  
Network Data Centers
- Hosted Service  
Management Portal
- Direct Selling Approach



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## Today's Panel – Moderated Questions

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### Marketplace

- What managed-value added services are you selling today? To which type of customer(s)?
- What are your most successful managed value-added services?
- What segments of the market offer the greatest future revenue opportunity?
- Who do you consider the competition? How do you foresee competition will evolve?

### Execution

- What challenges do you have procuring, selling and implementing these services?
  - Are we better off to buy, build or partner?
  - What is the right sales and customer care model for value added services?
  - How can sales people most effectively transition from selling traditional data services to managed value-added services? Can we leverage existing channel to sell value added services?

### Economics

- When delivering value added services, how can providers both protect costs & margins while also keeping customers delighted?
- What role does the web play in enabling customers to purchase and manage value added services?

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