

Global-i Presentation –

RCN TalkWare Channel Partner Program Solution

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Global-i[®]

Value Driven Solutions Delivered

Consulting ▪ Contracting ▪ Technology

Agenda

- **RCN Identification of Needs**

- Client Business Review
- Client Program Objectives
- Client Requirements
- Engagement Scope
- Contract Commitment
- Engagement Plan

- **Proposed Services**

- Objectives
- Service Details
- Services
 - Solutions
 - Structure
 - Deliverables

- **Why Choose Us**

- **Implementation Plan**

- Methodology
- Implementation Schedule

- **Pricing**, (Placeholder)

- **Q&A**

- **Next Steps**

Identification of Needs

RCN Identification of Needs

Voice

Data

Video

Talkware

> IP Service

> SIP Trunking

> Hosted VoIP



RCN TalkWare™ is a suite of services that, when configured together, provide digital voice delivered over reliable broadband connectivity – a true end-to-end solution. Whether you need a basic T1 Voice or Data connection, SIP Trunks or a complete Hosted VoIP solution with an easy to configure, use and upgrade virtual interface, it's the perfect choice. With our total solution, route calls, set preferences, configure features, manage calling plans and so much more than you could ever expect with a traditional PBX.



IP Service

Increase voice and data capacity, communications option flexibility and cost savings with speeds ranging from T1 to 10MB.

[Learn more about IP Service](#)



SIP Trunking

Get a secure, flexible connection to replace your expensive T1 PRIs and telephone lines.

[Learn more about SIP Trunking](#)



Hosted VoIP

Manage your phone virtually through your computer with our end-to-end solution.

[Learn more about Hosted VoIP](#)

Reasons To Switch

Increased Productivity

- Online administrative portal for full control
- 24x7 monitoring, disaster recovery and back-up
- One point of contact for support and upgrades

Affordable

- Save on your current voice and data services
- Save up to 50% on Phone wiring expenses
- No equipment maintenance contract

Flexible

- Fully scalable to handle new locations/ employees
- Lines are purchased as you need them

RCN Identification of Needs

TalkWare Business Review

- TalkWare Solutions Market Penetration Today is via RCN Direct Sales
 - Sales Teams Located in each of the RCN Metro Markets across the RCN Footprint
 - Sales Teams have Expertise in Business Sales of IP-based Communications Services
 - Sales Teams Sell the Full-TalkWare Solutions: Hosted PBX, SIP Trunking and Data Connectivity
- RCN Channel Partners can Boost TalkWare End-Customer Penetration
 - Voice/Data Equipment Dealers as Channel Partners
 - Managed Services Providers (MSPs), IT Services Providers (ITSPs), Systems Integrators (SIs) as Channel Partners
 - Commercial Real-Estate Providers as Channel Partners
 - Cabling/Wiring Companies as Channel Partners

RCN Identification of Needs

TalkWare Channel Partner Program Objectives

- **Voice/Data Equipment Dealers as Channel Partners Can Offer:**
 - Prime Candidates as they are loosing their Existing customer-base and New Sales to Career-based VoIP Solutions
 - RCN SIP Trunking and Data Connectivity to End-customers Pre-disposed to Premise-based PBX/Key Systems
 - RCN Hosted PBX, SIP Trunking and Data Connectivity to End-customers Opting for Hosted VoIP Solution, but needing VoIP Router, IP Telephones, Cabling/Wiring for Voice and Data (all of which they can provide)
 - Combine RCN Talkware at Remote and Branch Office Locations with Premise-based PBX/Key Systems at Main/HQ Locations
 - Pass on Hosted PBX, SIP Trunking and Data Connectivity Opportunities to RCN Direct Sales where they do not want to get involved with the sales of the TalkWare Solution, but would get a revenue-share and pick up sales of VoIP Router, IP Phones, and Voice/Data Cabling

RCN Identification of Needs

TalkWare Channel Partner Program Objectives

- **Managed Services Providers (MSPs), IT Services Providers (ITSPs) and Systems Integrators (SIs) as Channel Partners Can Offer:**
 - Prime Candidates as they already sell and manage LAN Switches, Servers, PCs, Operating System and Application Software and IT Services; and have an SMB customer-base needing TalkWare Offerings
 - MSPs and ITSPs have interests in offering Hosted PBX, SIP Trunking and Internet Access as they don't usually have this in their Portfolio
 - RCN Hosted PBX, SIP Trunking and Data Connectivity to End-customers Opting for Hosted VoIP Solution, but needing VoIP Router, IP Telephones, Cabling/Wiring for Voice and Data (all of which they can provide)
 - Pass on Hosted PBX, SIP Trunking and Data Connectivity Opportunities to RCN Direct Sales where they do not want to get involved with the sales of the TalkWare Solution, but would get a revenue-share and pick up sales of VoIP Router, IP Phones, and Voice/Data Cabling

RCN Identification of Needs

TalkWare Channel Partner Program Objectives

- **Commercial Real-Estate Providers as Channel Partners Can Offer:**
 - Prime Candidates as they are seeing several combinations today for Office Space Leasing (Smaller Tenants in Shared Offices across Several Locations, Virtual Workers tied to Smaller Tenants, etc.) wanting to have a Flexible, Scalable and Self-Managed VoIP Solution
 - RCN Hosted PBX, SIP Trunking and Data Connectivity to End-customers Opting for Hosted VoIP Solution
 - They can be paired up with Equipment Dealer and MSP/SI Channel Partners with Presence in their local areas for VoIP Hardware/Installation
 - Pass on Hosted PBX, SIP Trunking and Data Connectivity Opportunities to RCN Direct Sales where they do not want to get involved with the sales of the TalkWare Solution, but would get a revenue-share

RCN Identification of Needs

TalkWare Partner Program Requirements

Reqs	Details
1	Penetrate the TalkWare Customer base Deeper via Channel Partners
2	Develop and Launch a Consistent and Comprehensive Channel Partner Program that will bring in Additional Opportunities and Revenues
3	Deliver the Full Go-To-Market Channel Partner Program Solution as RCN Business Services does not have a Partner Program in Place
4	Full Partner Program Focus should be on Developing a Well-Thought out and Executed Partner Program and Acquiring/Managing Partners who have Synergies with RCN TalkWare Solutions and RCN Direct Sales Efforts; and have Capabilities which Complement the RCN TalkWare Sales Efforts
5	Attain End-Customer Acquisition by Providing Partner Program Services via a Strategic Partner Program, Marketing Management, Partner Database Creation and Partner Assessment/Acquisition

RCN Identification of Needs

TalkWare Partner Program Scope

Scope	Details
1	<p>Engagement Scope</p> <ul style="list-style-type: none">• Deliver Partner Program Services for TalkWare<ul style="list-style-type: none">○ Stay Flexible Across the RCN Footprint○ Deliver Global-i Partner Program Services to meet RCN's End-Customer Acquisition Targets○ Extend Global-i Consulting Services to Other Lifecycle Areas as needed under Extended Agreements
2	<p>Delivery Timeline</p> <ul style="list-style-type: none">• Full Partner Program<ul style="list-style-type: none">○ Three Months• Deliverables<ul style="list-style-type: none">○ Partner Program Development, Launch and Partner Acquisitions

RCN Identification of Needs

TalkWare Partner Program Contract Commitment

Contract Engagements	Time Frame
First Engagement	3 Months
Additional Engagements	Renewed Quarterly, Semi-Annually to Develop Additional Partners and/or Manage Signed-up Partners

RCN Identification of Needs

TalkWare Partner Program Engagement Plan

Engagement Plan	Time Frame
Engagement Locations	RCN Footprint
Engagement Timeframe	3 Months
Engagement Requirements	Executed via Signed Agreement

Proposed Services

RCN Proposed Services Objectives

**Global-i can meet and support
Consulting Requirements under
all key areas within the RCN
TalkWare Portfolio and
Ongoing Corporate Initiatives**

RCN Proposed Services

Service Details

Service Requirements	Details
1.0	Global-i Partner Program Solution for RCN
1.1	Partner Program Development
1.1.1	Partnership Targets and Levels
1.1.2	Partnership Revenue Shares, Bundling
1.1.3	Partnership Business Processes
1.1.4	Partnership Agreements
1.2	Partner Program Launch
1.2.1	Press Release
1.2.2	Partner Web Site Content Development

RCN Proposed Services

Service Details

Service Requirements	Details
1.3	Partner Assessments/Acquisition
1.3.1	Partner Assessment Design
1.3.2	Prospective Partner Database Build
1.3.3	Partner Assessments
1.3.4	Partner Reporting
1.3.5	Partner Signing

RCN Proposed Services

Service Details

Service Requirements	Details
1.4	Partner Setup
1.4.1	RCN-Partner Business Process Setup (Demo Solution, Pricing, Quotation, Knowledgebase, etc)
1.4.2	Lead Exchange Process
1.4.3	Self-Order Process
1.4.4	Partner Payment Process
1.4.5	TalkWare Trainings
1.4.5	TalkWare Updates/General Maintenance

RCN Proposed Services

Scope, Commitment, Timeline

Engagement Scope

- Full Partner Program Components over Three Months
- And 50 Partner Assessments/Acquisitions across all RCN Metro Markets over Three Months

Contract Commitment

- TBD

Delivery Timeline

- Meeting Objectives
- Meeting Deliverables

Why Global-i

Why Global-i

Benefits of our Proposed Services

Benefits of our Proposed Services

- Strategic Partnering for Domain-based Consulting Solutions
- Boost to RCN's Go-To-Market and Market Expansion Activities
- RCN Strategic Resourcing Resulting in:
 - Significant savings
 - Meeting Speed-to-Market Metrics
 - Flexible Structure

Competitive Advantages

- Strong Industry Expertise in
 - Service Provider, SMB, Enterprise and Wholesale Convergence Solutions Portfolio
 - Overall Convergence Infrastructure, Applications, Operations and Services Landscape
- Quick Resource Deployment
- Immediate Revenue Generation Service
 - with a window of extension of Global-i Services

Why Global-i

Benefits of our Proposed Services

Team Qualifications

- Strong Expertise
 - of end-to-end Communications & IT Clients' Ecosystem across
 - Business Strategy
 - Business Offerings
 - Partner Programs
 - Marketing Management
 - Partner Assessments/Acquisitions
 - Product Development, Technology and Service Deployment
 - Operations and Service Delivery
 - Partner Ecosystem
 - Business Continuity and Sustenance
 - of Communications Customers and Partners Convergence needs
- Global-i Methodologies based services and solutions
 - Full-Lifecycle, Go-To-Market, Implementation
 - Next-generation and Legacy Services

Why Global-i

Benefits of our Proposed Services (Success Stories)

- **XO Communications Partner Programs for SMB/Enterprise Customers**
 - Hosted VoIP Services, SIP Trunking, Integrated Access Products, VoIP Wholesale
- **Primus Partner Programs for SMB/Enterprise Customers**
 - Hosted VoIP Services, SIP Trunking, Integrated Access Products
- **Fonality Partner Programs for SMB/Enterprise Customers**
 - Managed IP-PBX Services and Hosted PBX Services
- **Time Warner Cable Partner Programs for SMB/Enterprise Customers**
 - VoIP Services, Access Products
- **Sprint-Nextel Partner Programs for 3G and 4G Services**
 - Across Voice, Data, Video, Real-time Contents, PTT/PTX, LMR, WiMax/Mobile Broadband
- **Nextel Partner Programs for 2G Services**
 - Voice, Messaging, LMR, Push-to-Talk (Direct Connect) Services
- **T-Mobile USA Partner Programs for Messaging and Broadband Services**
 - SMS, MMS, T-Mobile@Home, T-Mobile HotSpot

Implementation Plan

Implementation Plan (Sample) Methodology

Methodology Phases	Methodology Processes
1. Analyze	Client Initiative, Client Business Processes, Client Offerings, Client Customers, Client Partners, Client Requirements
2. Design	Consulting and Outsourced Solution
3. Setup	Resource Planning, Acquisition
	Program Planning (Strategy, Competitive, Plan)
4. Deploy	Client Activities
	Delivery Management
5. Goal Planning	Set Subsequent Objectives, Targets and Budgets

Implementation Plan (Sample)

Implementation Schedule

Schedule	
Timeframe	Milestones
Week 1 (Upon Contract Signing and Retainer Paid)	Project Kick-off and Resource Allocation
Week 2 -4	Detailed Design and Planning
	Acquisition Phase - Start Resourcing
Week 5	Delivery Phase – Start Delivering

Pricing, Terms and Contract Framework

Pricing & Payment Terms

- TBD

Q&A

- Be Candid

Next Steps

- Business Goals Assessment
- Scope and Requirements Capture
- Solution Agreement
- Proposal Presentation
- Contract Development
- Contract Execution (as a current RCN Vendor)
- Solution Kick-Off

Thank you

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