

10 year anniversary



A warm welcome
to all innovaphone
„family members“

innovaphone

Konstantin Kruse
Head of Sales International

Christoph Künkel
Director Product Management



Where
innovation
meets the Phone

 1 innovaphone

AGENDA

- ➔ Today's Venue
- ➔ innovaphone – 10 Year Milestone
- ➔ Convergent Market History
- ➔ innovaphone Is Moving...



Location



- **Architect:** van Berkel Bos. Amsterdam
- **Construction:** 2003 till 2006
- **Ceiling:** Range 33 Meters
- **Weight:** 110.000 Tons
- **cables:** 630 km Cable
- **Glass panes:** 1.800 pieces
- **Exhibits:** 1.450 pieces
- 230 engineering firms have developed the building 2,5 years with the PC
- 35.000 drawings were established



Stuttgart – A booming place



- In the Stuttgart area = TOPTECHREGION
- Europe record 1: 21% of all employees are deployed in High-tech firms
- Europe record 2: 300 % more Patent registrations than Europe-average
- Europe record 3: 350 % higher value added in the service sector than in EU-average
- More than 32 % of all employees even work in the service sector
- With 25,1 % one of the highest academic proportion with employees within Europe

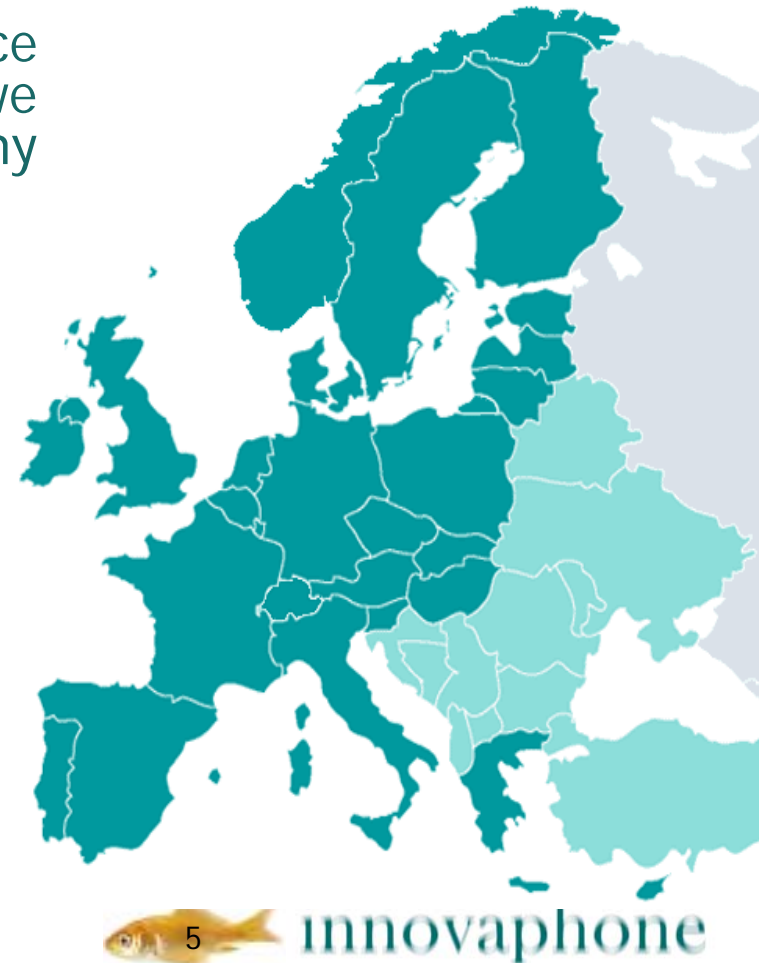


Study on behalf of the
" Manager Magazin" 2007
with 1.207 cities in Europe

innovaphone

innovaphone – The Company

- IP Telephony pioneer in Europe since 1997. As a European manufacturer we know the demands for telephony systems of the “old continent”
- Financially sound , flexible, innovative mid-sized company with flat management and efficient processes
- Consistent double digit growth
- Strong track record of 10 years delivering professional IP Telephony



innovaphone – 10 Year Milestone: part 1

Foundation
innovaphone
first as Tiger
GmbH

First partnerships

- Bosch Telecom
- Contolware
- Essentia

First OEM Version

- CoolSwitch IP4
- Convoice

First participation in
the CEBIT

1998

IP400 as the
first Gateway
was launched in
the market

SW-Version 1

Movement from
private premises to
the first office in the
"Kolumbusstrasse"

Exec. Board
complete

"Tiger" becomes
"innovaphone"

1999

Further OEM Version

- IPV2030/IPV2004

SW-Version 2 with Web-
User interface

IP3000

Office Berlin +
Hannover

first iAR Training

ANS



innovaphone – 10 Year Milestone: part 2

„New market Hype“

Movement

SW-Version 3 with
H323V4

IP21+IP200+IP202

Foundation innovaphone
Nordic`

Foundation
innovaphone Italy

SW-Version 5 PBX
with SOAP und TAPI

The Goldfish is there

IP DECT with Kirk

IP6000 + IP110

First customer with
160 offices

Partner-days in
Haigerloch+Staufen
berg

2002

ISO 9001

Cycos OEM

Foundation of
innovaphone AG

SW-Version 4
PBX"light"

VOIP CAPI

HICOM
Certificate

2000

ENUM member

DFN with inno

IP800

2005



innovaphone

innovaphone – 10 Year Milestone: part 3

Office Vienna

Telecom Italia

IP1200+IP302+IP305+
IP22+IP24

Cooperation with Ascom

SW-Version 6 with SIP

New Lic-Model

Int. Partner day

SW-Version 7 ?

.....

.....



2007

IP72 + IP150

Service Release 1

iAS

Wiki

.....



Convergent Market History: Part 1

First Trials with calling from PC to PC

Vocaltec shows „Internet Phone“

Trunking – long distance calls „free of charge“

HW+SW solution from Clarent-Lucent-Micom-Motorola-Vocaltec—innovaphone

Begin of the „VoIP-Hype“

Everybody who can spell IP Telefonie goes public 😊

Disillusion and change of the technical concepts from a lot manufacturers

Small IT Budgets because of year 2000 changeover

1996

Hour of birth of the H.323 Standards by the ITU with QoS

Convergence standard for Voice-Data-Video on Basis IP

Important „Long Distances Carrier“ Carrier start migrating on IP worldwide

97

First Gatekeeper

Rapid price decline for phone calls starts

Alternative Carrier start price decline

Soft Migration becomes important for TCO calculation

SIP is „born“ as H323 is very complex



innovaphone

Convergent Market History: Part 2

IP Telephony can not be stopped

Legacy PBX manufacturers give up resistance

Convergence of all Media starts (TV-Mobil-fixed line network...)

WLAN with high bandwidth and security standards establish VoWLAN

No VoIP installation without proof of optimising business processes of the companies

2006

20

Integration of applications with IP Telephony is important purchase criteria

Industry is afflicted by the price decline – some manufacturers buy market shares (give products away)

“unhealthy” cross subsidisation by some manufacturers skews market shares

Right info – at the right time – at the right place – for the right customer

IP Telephony provides a competitive advantage for companies by optimising critical business processes



PBX and IT Convergence Timeline

Deutsche Telekom buys significant shares of Vocaltec

KKR Investment buys Bosch Telenorma – Tenovis emerges

Detewe (1897) is bought by Aastra
Aastra buys Ascom Telefonie

Siemens ENT is outsourced in an own limited company and is up for sale

1998

2000

2000

2000

2007

Nortel buys Bay Networks

Avaya buys Tenovis

Lucent „buys“ Alcatel (1898)

Lucent buys Ascend



IP Telephony Market Growth

1998: Frost und Sullivan

- Growth 132 % per annum
- 11 % of the companies plan integrating VoIP this year

1998: Datamonitor

- prognosticate 2002 a 1.200 Mio US Dollar market in Europe with VoIP Gateways (Boom)

1999: Frost und Sullivan:

- 80 % all installations on IP basis
- in year 2000 13% all calling minutes will be on VoIP basis

2001: IDC

- in year 2004 34 % of all calls will be on VoIP basis
- Growth rate with IP Telefonie till 2007 at least 40 %

2001: Siemens

- IP Telefonie starts becoming interesting for companies not before 2007/08

2003: Forrester

- Till 2020 all legacy PBX systems will be gone – all is based on pure IP



Study of the year 2006 IP Telephony Buying Criteria

- Position 5: increase flexibility
 - Position 4: decrease maintenance costs
 - Position 3: Standardisation of products and interfaces
 - Position 2: decrease operating costs
 - Position 1: increase productivity
- More Criteria :
- Optimise space and real estate
 - Increase efficiency with application integration
 - Reduce call costs

All criteria which are included in the solution of innovaphone

But it is important: This arguments Must be communicated **ACTIVELY**

40% of all companies will migrate to IP Telephony within the next 24 months

Source CIO



Challenges for medium sized companies

60% of the medium sized companies (100-999 seats) primary priority is to improve efficiency (Study IDC 2005)

5 Key Challenges:

- Faster and more reliable access to information
- Access every time, everywhere, to all business information
- Develop efficient business processes with partners
- Compliance with legal regulations
- Improve employee collaboration

Professional IP Telephony can support the customers in 4 of these 5 priorities

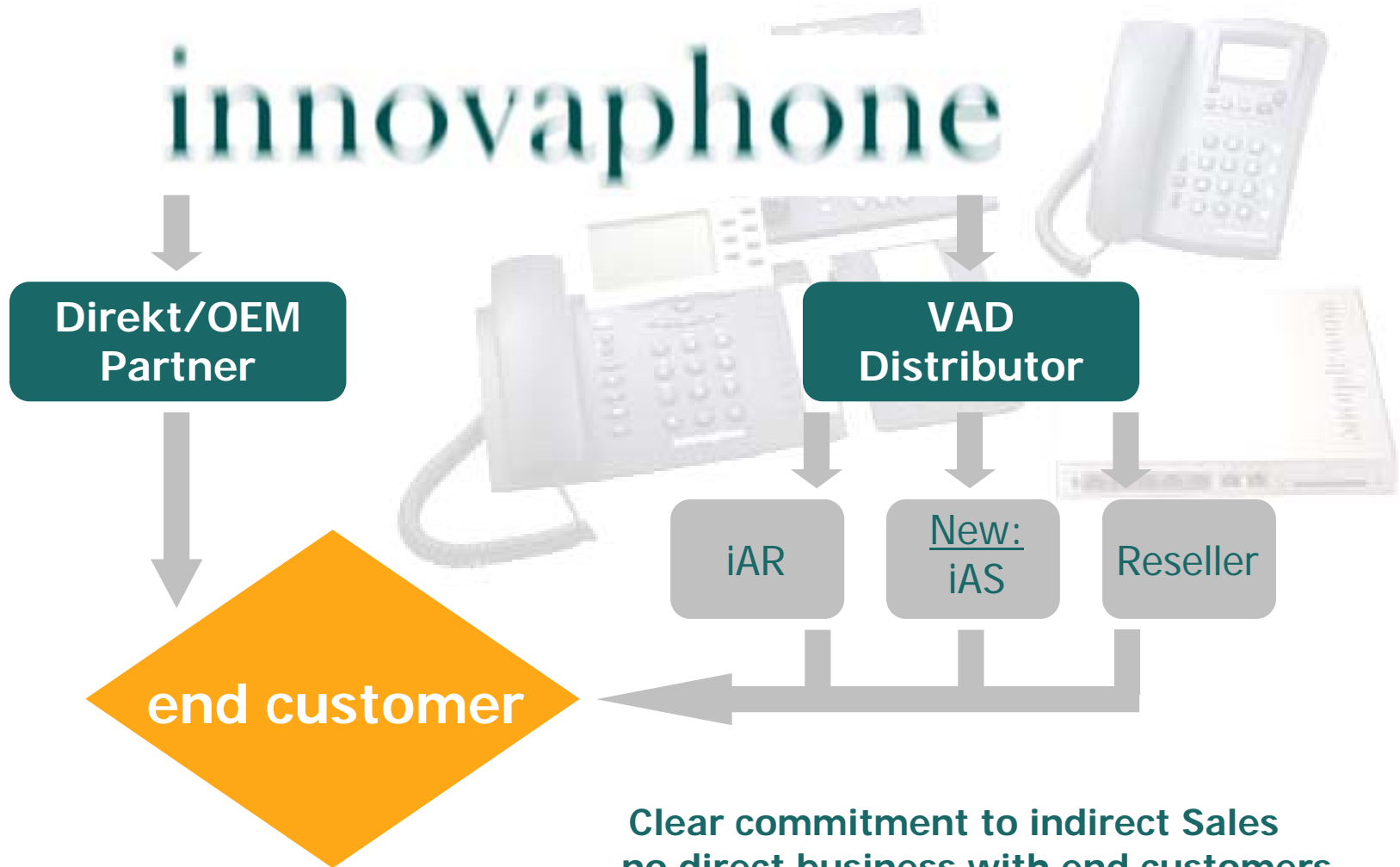


innovaphone

News from Sales and Marketing

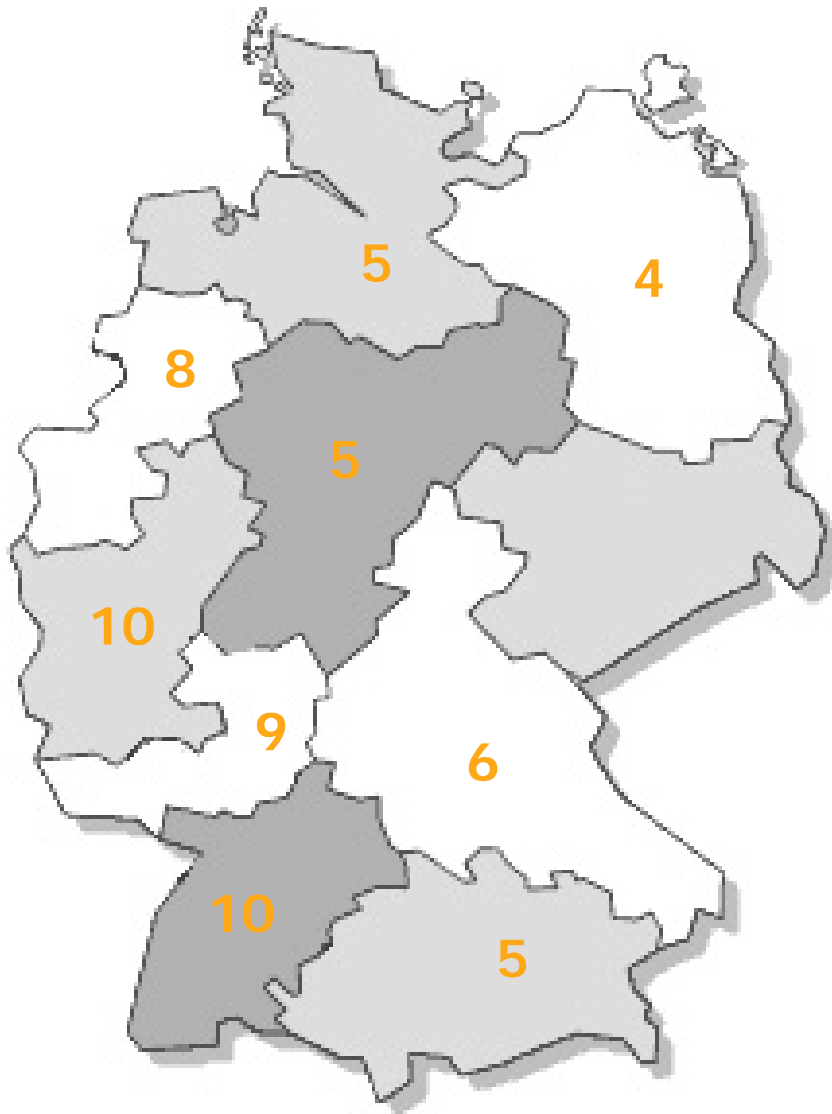


innovaphone Sales structure



Clear commitment to indirect Sales
– no direct business with end customers

Situation: Germany reseller network

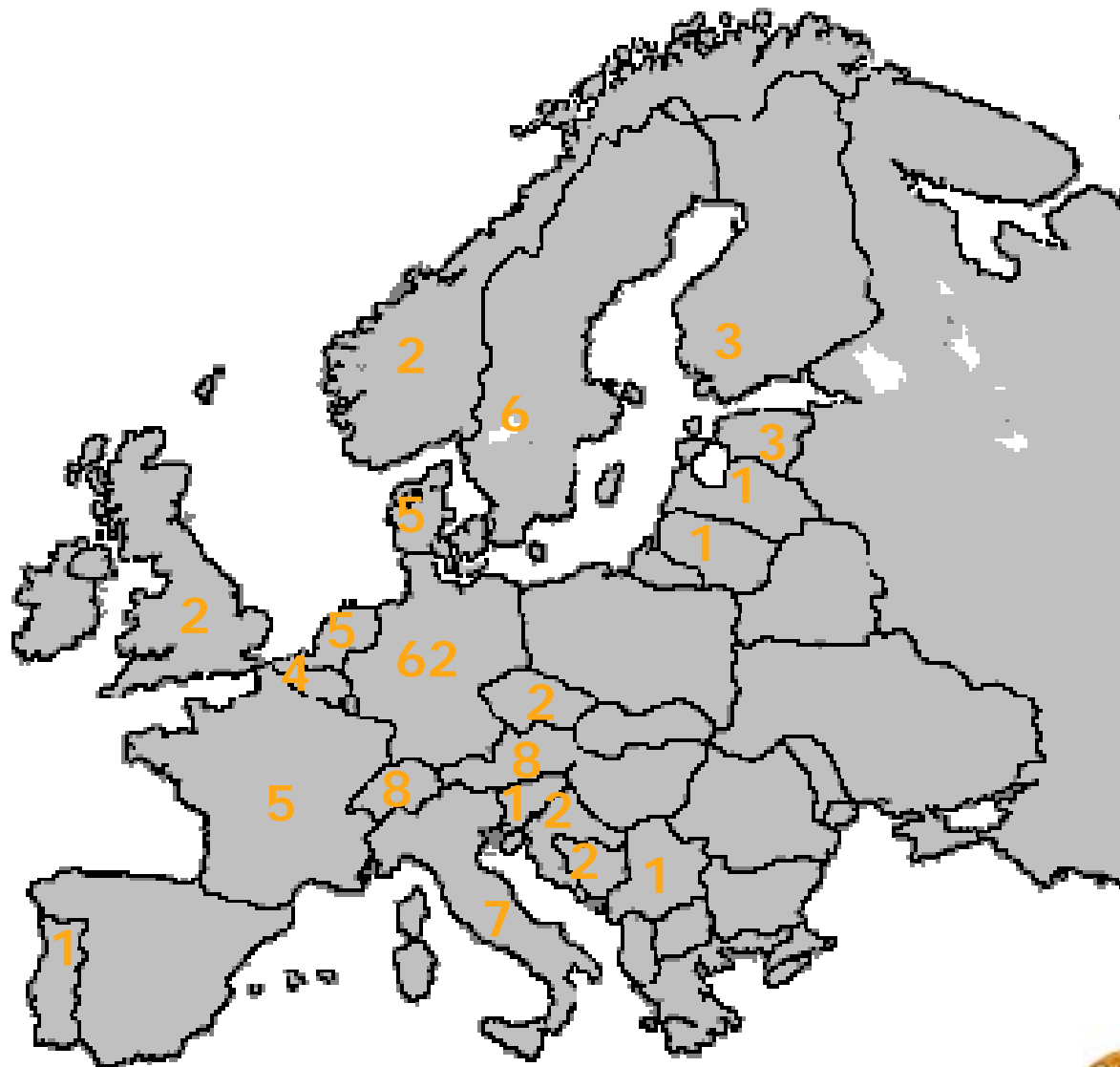


Germany:
62 active partners
(IARs)

Not including
Branch Offices



Situation: European Partners



Europe:
69 authorised Partners

In Total:
131 authorised Partners

More than
1.500 trained
technicians



Target groups for innovaphone solutions

Service oriented
IT decision maker

Pragmatic
IT decision maker

Technology focussed
IT decision maker

factors of success!

Medium to Large Privately Owned Companies

IT Directors who do not automatically select the “largest supplier”
when buying their network infrastructure

= sophisticated Manager = „technophile“ = pragmatic = best of breed

Example:

Enterasys or HP or Foundry instead of Cisco....



Our Clients

Europcar

OODAMM

popolare Banca Etica



Gesellschaft



ESTONIAN AIR

Gegenbauer

Facility Management

ROFIX
Bauen mit System

brose
Technik für Automobile



IZB
Informatik-Zentrum

Hochschule Bremerhaven

ALTANA

FLINKENBERG
electronics

PREMIERE

FITNESS
EXCHANGE



rieker



Nysted Havmøllepark

Sparkasse
Bamberg

vodafone

HURTIGRUTEN

TALLINK

International

SPAR

mistral
INTERNET



RANDOX
clinical diagnostic solutions

EnBW

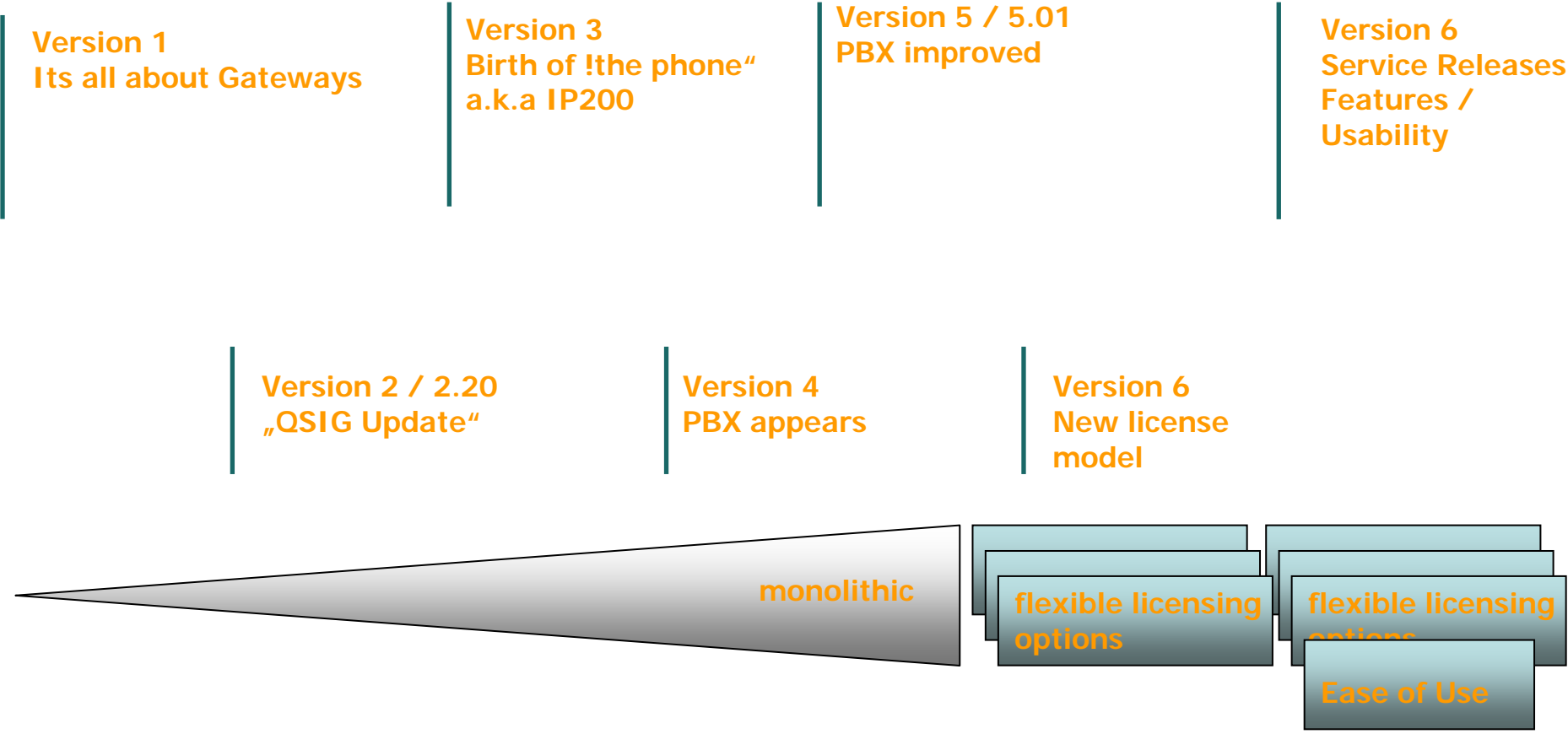


Kriminalvården



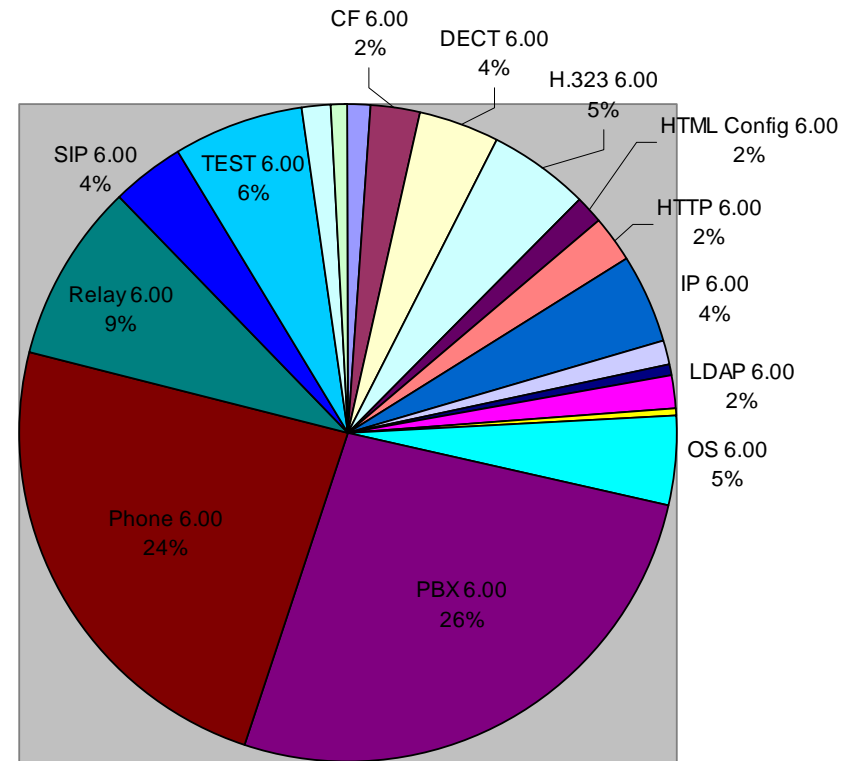
innovaphone

Product Development



Product Development

- V1 to V3: Focus on the Gateway
- V4 to V5.01: Focus on the PBX
= Feature-itis
- V6: Focus on functional licensing modules
 - Easier to sell
- V6+: Focus on usability / maintainability
 - Lesser external components required (VM, Web Server)
 - Improved maintainability (Easier Config, improved diagnostic tools, ...)



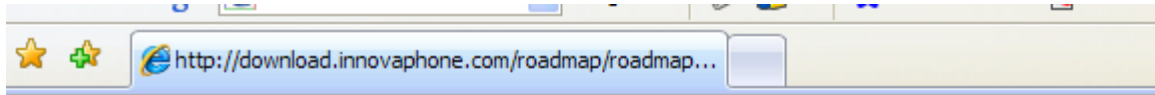
Product Development

Planned V6 Service Releases

- SR1: Compact Flash, May 14, 2007 (released yesterday ;-) for all those who always wondered what the heck is this little slot for on the IP800...
- SR2: Diagnostics
Easier Configuration, better Management
- SR3: Security
Upon popular demand...
- SR4: PBX Features
yaPF (yet another PBX Feature)

Product Development

You do not need to wait for next years partner day for a roadmap update!



Summary

SR1: Compact Flash, May 14, 2007

This release is intended to have full support for the Compact Flash socket available memory card. This includes drivers for the hardware, filesystem, webdav access an

- 14880 CF 6.00 FAT32
- 14882 CF 6.00 httpclient extension to detect that a URL refers to the local cc
- 14883 CF 6.00 webdav server
- 15145 WebDav 6.00 Converter from Wave (8khz,16bit,mono) to G.729, G.723 inn
- 15260 Phone 6.00 Support for WLAN Phone IP72

SR1: Compact Flash-Hotfixes

All the things which didn't make it into the SR1, but need to be done before SR2

Product Development

BTW: a detail from SR3 (security)

- Microsoft Live Communication Manager Support
 - Aligned with security update as for both SIP/TCP is required
 - Could make for a nice package
 - Stay tuned on <http://download.innovaphone.com/roadmap>

Community

Supporting the „innovaphone community“

- Roadmap published on a weekly basis
- New interactive platform „inno-wiki“
<http://wiki.innovaphone.com>



What's in it?

- „Reference“
 - Online-Help (from SR1) directly accessible from the device web user interface
 - Concepts
 - Background articles („how the heck does all that fit together?“)

Main Page - inno-wiki

article | disc

innovaphone Wiki

inno-wiki

- Main Page
- Help
- Recent changes
- RSS Feeds
- Creating new Articles

reference

- ~~Articles~~
- Concepts

support

- All Articles
- News
- Known Problems

howto

- All Articles
- Howto Articles
- FAQs
- Samples
- Compatibility
- Not found? Ask!

restricted access

- Development

VIP Area la

Following the fir
make use of it.

New inno V

This is innovap
Its primary obje
However, at the
to this site too!

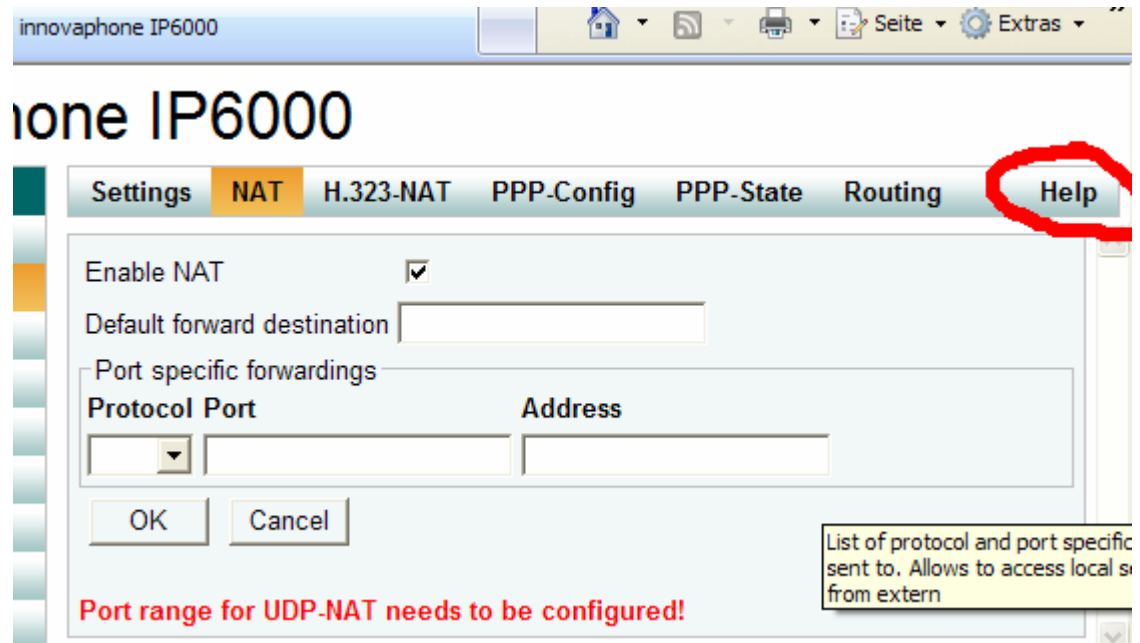
Once you have
a rich and usef

To make sure y
rather browse th
well want to sin

Please note tha
me a message

New Article

1. 17:10, 1



- Online Help
 - Online access -> fast and up-to-date
 - Short distance from development to the documentation source (wiki) -> improved quality
 - „offline“ version available (on CD)

wiki.innovaphone.com

What's in it?

- „Support“
 - News
Various announcements, mainly Release Announcements
 - Known Problems
Really ugly problems

Bottom line: everything you would want to have known before!



wiki.innovaphone.com

What's in it?

- „Howto“
 - Howto Articles
 - FAQs
 - Samples
 - Compatibility Tests

Bottom line: everything you used to search the knowledge base for!



Main Page - inno-wiki

article discuss

Main Page

VIP Area

Following the first... make use of it.

New inno V

This is innovaph... Its primary objective... However, at the... to this site tool... Once you have... a rich and useful... To make sure you... rather browse the... well want to sim... Please note that... me a message

New Article

1. 17:10, 1-

wiki.innovaphone.com

So what, they reworked their web and make a big fuzz out of it?

- Wiki is a „communication platform“, that means
 - Articles can be modified
 - New articles can be created
 - The innovaphone Community thus can improve the quality of all information presented- to everyone's benefit
- ➔ as a result, access is restricted to registered users (except for the „Reference“ namespace)
 - Create your account directly in wiki
 - Request Authorization by email

SOAP - Reminder

- innovaphone native API
 - Call Control
 - Configuration
 - Platform agnostic (Windows / Mac / Unix, ...)
 - Language agnostic (C#, Basic, php, perl, Delphi, ...)

Information can be found in the wiki too.

Partner can take their chance and publish and find sample code!

Recommended Products

3rd party products, that can create solutions when combined with innovaphone products

- Basic functions have been tested @ innovaphone
- Test report available in inno-wiki

Benefits?

- Products once used to work together ;-)
- Vendor has innovaphone product expertise
- There is a „working-link“ between vendor and innovaphone
- Innovaphone can support vendor during integration

Recommended Products

What will be considered as „recommended product“?

- Candidates are mainly taken from real-life projects
- So contact presales@innovaphone.com if you have a candidate in mind

Contact

innovaphone AG
Böblinger Straße 76

71065 Sindelfingen
Germany

www.innovaphone.com
info@innovaphone.com