

M5 Networks

An Introduction to M5's Voice as a Service

What does M5 do?

M5 provides all the capabilities of a phone system and more as a service. Hundreds of mid-sized businesses use M5 to Sell, Service, and Staff smarter while eliminating the headaches associated with running a phone system.



Why would I want M5 instead of getting a phone system from a company like Avaya or ShoreTel?

Today's phone systems can transform the way businesses work. However, for mid-size businesses, implementing and maintaining in-house advanced business communications capabilities costs too much, takes too long and represents a huge drain on limited technical resources. There are thousands of features, but most businesses use fewer than 15%.

The M5 breakthrough is to deliver advanced and reliable business communications quickly, easily, and affordably for mid-size businesses—freeing these organizations working around phone systems limitations. Everything just works—and our clients have fundamentally improved the way they work.

Is M5 a hosted IP telephony provider, like Covad?

While some industry analysts may classify us as a leader among hosted IP telephony providers, we bring much greater value and are substantially different from the model of “whose closet is the phone system in—yours or ours?” M5 is very different from most companies that offer hosted phone systems. Our network is optimized for voice, our software is customized to provide enterprise phone system functionality as a service, and our staff are obsessed with delivering business change and client referenceability. The network, systems and people are all very different from what you'd experience from a hosted offering at a typical Telco.

What does M5 provide the client?

- Enterprise Phone System hosted at a Carrier Grade Data Center
 - o Auto Attendant
 - o Unique Phone Number and Voicemail For Each End-User
 - o Robust End-User Feature Set
 - o Multiple Locations (e.g., one phone system for corporate and branch offices)
 - o Remote Access (e.g., same business phone number from work and home)
- Unlimited local and long distance calling throughout the United States
- Internet Service
- Private Phone Circuit to ensure call quality
- Free Support and No Cost for End User Moves and Changes
- In addition, M5 has three crucial components that separate us from hosted or premises-based phone systems:
 - o Episodic, SLA-based service is good, **Active Service Management** is better.
 - o Redundant lines and high-end data centers are good; **Embedded Continuity** is better.
 - o Having thousands of features is good, **On-Demand Solutions** that our engineers have built, that expert staff deploy, that are focused on where we can deliver significant business change, and that are easy for our customers to use—are better.

Why should I trust M5?

- M5 is established: We have been providing enterprise phone system functionality as a Service since 2000
- M5 has an established client base: As of May 2007, we have over 600 mid-sized business clients and have completed over 100 million calls
- M5 is committed: Over 94% of our clients are referenceable and willing to discuss their experience
- M5 project management: Our experienced project managers will plan and coordinate your transition to M5
- M5 tracks metrics that are important to you: For instance, 95% of client requests are completed within 8 business hours and over 90% of client calls during business hours are answered within 30 seconds



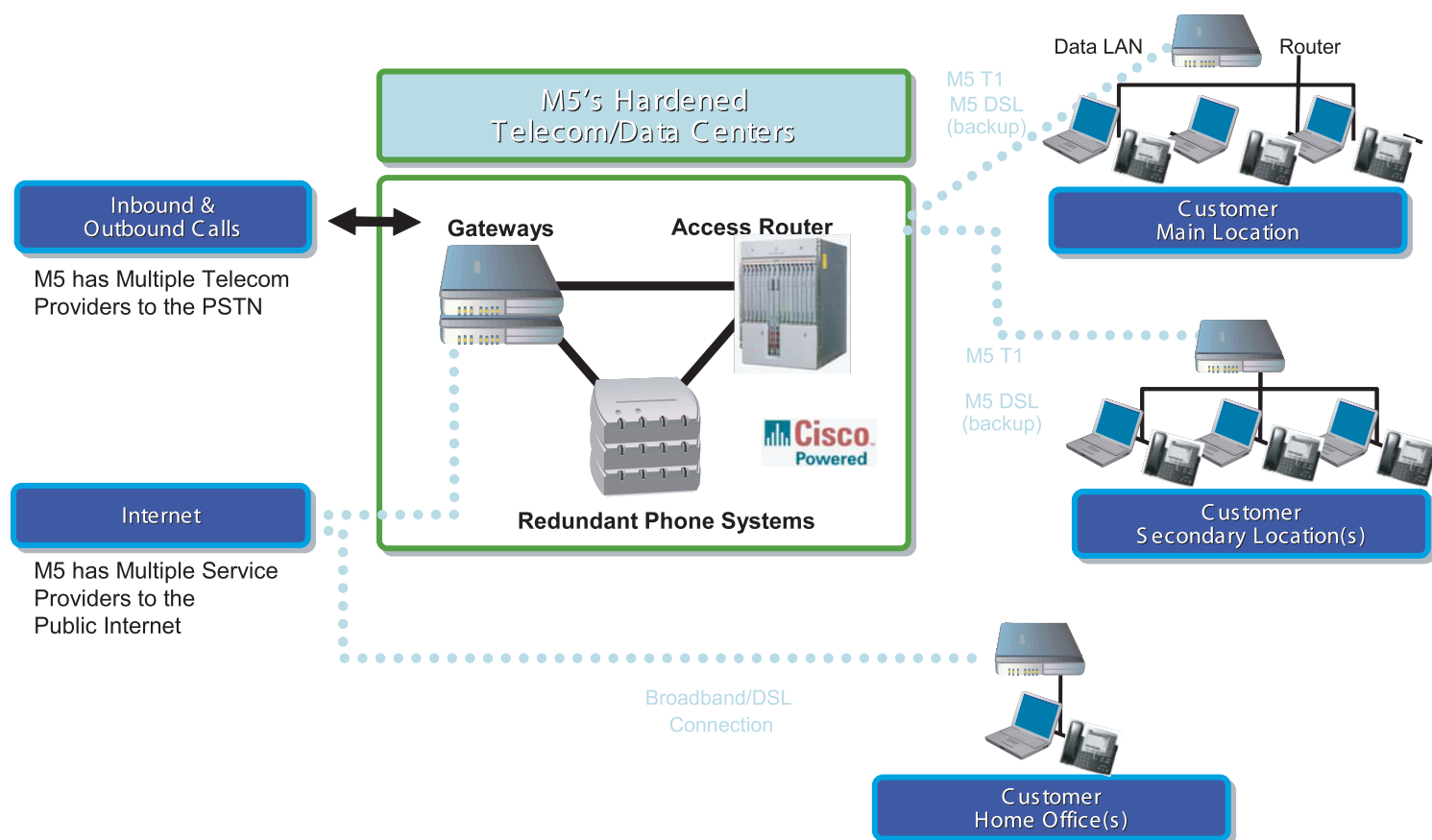
M5 Networks

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How it Works

M5 bundles a hosted phone system, redundant private networks, phone calls and internet access



BENEFITS

- Clients avoid buying equipment
- Superior business continuity
- Scalable to multiple locations
- Single, accountable, vendor
- Remote access (e.g. home, road)
- Focused application delivery expertise
- Operating cost savings
- Constant feature upgrades



M5 NETWORKS

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M5 Feature Sets

Get to know the features available on M5's Outsourced IP Phone System

- 1 Enterprise-Level
- 2 Call Management
- 3 Voicemail/Messaging
- 4 Productivity Tools
- 5 Telecom Services
- 6 Informal Call Center
- 7 Custom Services



Feature Sets

The following features are available on M5's Outsourced IP Phone System.

Enterprise-level	Included	Description
Standard Auto-Attendant	✓	Company auto-attendant supports a main menu with multiple submenus. This includes a main greeting, general voicemail box, dial-by-extension, and dial-by-last name options.
Dial by Last Name Directory	✓	Auto-attendant functionality that enables a caller to reach a user by dialing the first three letters of the last name.
Dial by extension	✓	Auto-attendant functionality that enables a caller to reach a user by dialing the extension.
Night Mode	✓	Auto-attendant functionality that enables calls to be routed from main number directly to an auto-attendant during non-work hours or specific times of day.
General voicemail box	✓	Allows callers to leave a voicemail in a general voicemail box.
Custom Auto-Attendant	optional	This upgrade includes custom programming such as: dial-by-name with confirmations, dial by first and last name, bilingual auto-attendants, multiple sub-companies, and professionally recorded voices.
Music on Hold	✓	Client may choose one song from selection of hold music available from various genres and artists. Or client may choose one song as custom hold music.
Custom Music on Hold	optional	Client may provide M5 with an additional song to be used as hold music.
Premise-Controlled Hold Music	optional	Enables clients to change hold music frequently, play CDs or other custom-recorded promotions on-site.
Receptionist Console (Frontdesk software)	optional	User-friendly Windows software used in conjunction with a phone that allows receptionists to handle multiple calls and monitor multiple lines within an office. Graphical interface and streamlined mouse/keyboard functions make high-volume call answering faster, easier, and more efficient. Client provides dedicated PC.
Automatic Phone Relocation	✓	System feature that allows phones to be relocated (plug and play) within the enterprise without M5 support.

Call Management	Included	Description
Direct Inward Dial (DID)	✓	System feature that assigns every phone/user a Direct Inward Dialing (DID) number. Incoming calls are routed directly to specific users without going through a main number or auto-attendant. Typically, the last 4 digits of a phone number is the internal extension.
Direct Extension Assignment	✓	M5 assigns a 4-digit extension to each phone. 4-digit extensions are typically the last four digits of the phone number and are used for internal calling, transferring, or "dial by extension" from the auto-attendant.
Caller ID Number	✓	Displays the telephone number of incoming calls (if available). Caller ID name is not displayed.
Call Waiting	✓	Enables a user to put the current call on hold while answering another incoming call. User can answer up to four calls.
Call Waiting Caller ID	✓	Displays telephone number of incoming "call waiting" calls if available. Caller ID name is not displayed.
Hold	✓	Enables the user to place the current call on hold.
Mute	✓	Enables the user to mute all audio inputs on the phone.
Redial	✓	Enables the user to redial the last internal/external phone number dialed.
Speed Dial	✓	Enables the user to dial an internal/external telephone number with one button. Speed-dial numbers are configured by M5 at the client's request. For example, Cisco 7960 IP phones can be configured for up to 4 visible speed-dial buttons and 4 softkey speed-dial buttons.
Transfer (Supervised)	✓	Enables the user to transfer a call to another extension after speaking to the other user.
Transfer (Unsupervised)	✓	Enables the user to transfer a call to another extension without speaking to the other user.
Do Not Disturb (DnD)	✓	Enables the user to direct all incoming calls on that phone directly to voice mail. User can record a custom voicemail greeting that is only played when DnD mode is enabled.
Call Forwarding (User enabled)	✓	Enables a user to forward all incoming calls to the phone to an alternate number. Users can forward calls to any off-network phone, such as a mobile phone.
Call Forwarding (M5 enabled)	✓	M5 configures all incoming calls to a specified extension/DID to be automatically forwarded to an off-network phone, such as a mobile phone.
Internal Caller Name Display	optional	Allows an internal caller's name, in addition to extension, to be displayed on the recipient's phone.

Call Management (cont.)	Included	Description
Ad-Hoc Conferencing	✓	Enables a user to set up conference calls instantaneously without reserving conferencing ports. This lets employees increase productivity by conferencing necessary co-workers or customers into a discussion as needed. Default limit is 6 parties.
Meet-Me Conferencing (up to 6 parties)	optional	Enables users to set up their own conference calls by reserving the appropriate amount of conferencing ports for a specified time and date via their phone. The conferencing system ensures there are enough conferencing ports available at that time to conducting calls with four or more people.
Meet-Me Conferencing (more than 6 parties)	optional	This upgrade increases the limit number of conferencing ports a user can reserve.
Multi-Channel Park	✓	Allows user(s) to place many active calls simultaneously on many virtual shared line that can be retrieved from other phones.
Hunt Groups	✓	Enables busy/no-answer forwarding to a pre-configured, list of internal phone numbers. Calls may ring on many phones simultaneously or in a specified order.
Multiple Line Appearance	optional	Allows multiple extensions to ring on a phone.
Shared Line Appearances	optional	System feature that routes inbound calls to multiple extensions.
Virtual Extensions	optional	Enables any phone that is not part of the phone system (e.g. mobile or home) to ring when an internal extension is dialed. This provides easier internal dialing and transferring. Also enables an extension to have a voicemail box, but no phone.
Custom extensions	optional	Allows callers to use legacy extensions to reach users from the auto-attendant.
One-to-one Intercom	✓	Enables two users to intercom each other, regardless of location.
Directed Call Pick-Up	✓	Enables the user to pick-up incoming calls ringing on a phone from another phone in the office.
Authorization Codes	optional	Provides security and auditing by requiring users to enter codes before dialing. Codes can be created for cost or project tracking purposes.

Voicemail/Messaging	Included	Description
Audio and Visual Instructions	✓	Provides user with audio and visual instructions on the phone display on how to configure voicemail.
Voicemail System	✓	<p>Built-in voicemail system, with advanced voicemail capabilities. Each voicemail message has a 5 minute limit and each voicemail box has a 100 message limit. A user can access voicemail from their own phone with one-touch or remotely from any touchtone phone.</p> <p>Enables the user to:</p> <ul style="list-style-type: none"> - Record greetings - Leave recorded messages - Play voicemail message - Play message envelope information - Replay message - Delete - Play next message - Utilize post-message options, including review recording, save recording, delete, start over, cancel, and send to multiple mailboxes
Conditional Voicemail Greetings	✓	Plays a different greeting for various situations such as when the user is unavailable, on the phone or in DnD mode.
Multiple Voicemail Box Access	optional	System feature that allows a single M5 phone to access multiple voice mailboxes.
Voicemail Light/Message Indicator	✓	Provides visual notification of a new voicemail via the message-waiting light on the phone handset and a "new voicemail" message on the phone display.
Message Forwarding	✓	Enables forwarding of voicemail messages to another phone on the system when dialing into the system with or without additional comments.
Callback from Voicemail Caller ID	✓	Enables user to automatically dial the number of the individual who deposited the voicemail (caller ID must be available).
User-selected Ring Tones	✓	Enables user to select from over 20 pre-defined ring tones to differentiate incoming calls to that phone.
Voicemail to E-Mail Notification	optional	Sends an email notification to any designated email account or device, such as a desktop PC, pager, or mobile phone, when a voicemail is deposited.
Auto Time Stamp	✓	Voicemail system feature that automatically marks the date, time, duration and Caller ID number of voicemail depositor.
Fax to e-mail box	optional	This service enables the user to receive and send faxes from one specified e-mail account.
E-mail (basic virus scanning)	optional	This service provides virus-scanned POP e-mail. E-mail can also be accessed from any standard web browser.

Productivity Tools	Included	Description
Remote Phones	optional	This M5 service enables remote and traveling workers to have the same functionality as those in the office. Remote users can use an M5 phone from any location with a cable/DSL broadband connection, such as a home office. All incoming calls are routed to remote phones providing the same full-featured options that are available on desktop phones.
Web Portal	optional	Enables a user to manage voicemail and access other services from any standard web browser. Sample features include: - Play/delete voicemail from any PC with audio capabilities - Create distribution groups - Forward voicemails - Click to dial
Personal Auto Attendant	optional	Provides the user with an individual automated-attendant. An example: "Press one to leave me a voicemail, two to reach me on my mobile phone, and three for my assistant".
Hoteling	optional	Offers users the ability to log in/out of phones. This feature enables sharing of phones or for workers to split time between multiple offices.
Online Call Details	✓	From M5's website an administrator can view outbound call details by extension, number called, duration and call cost. Details can be downloaded into Microsoft Excel.
Call Accounting	optional	Provides billing codes to identify specific clients.
Atomic Clock Syncing	✓	System feature that ensures the clock on all phones are synced to the Atomic clock. Clock automatically adjusts for Daylight Savings.

Telecom Services	Included	Description
Outbound Caller ID	✓	M5 can configure the Outbound Caller ID to announce each users' phone number, the company's main number (either ported or M5 provided), or block caller ID (see below).
Outbound Caller ID Blocking	✓	M5 can restrict, by location, your company's outbound caller ID information from being announced. E911 services can not be provided to any locations where caller ID information is not announced. Client required to sign waivers.
Caller ID Blocking/Unblocking	optional	Allows specific phones to have outbound Caller ID blocked or unblocked, independent of other phones. User can not toggle between Caller ID on/off.
Directory Assistance Listing	✓	M5 ensures that your company's directory assistance listing (411) is accurate. Additional directory assistance listings may be added/removed. Charges may apply.
Enhanced 911 Service (E911)	✓	M5 sends location information when a 911 call is made from an on-network phone (connected via M5-provided T1/DSL).
Classes of Service	optional	Restricts a phone from making outbound calls to predefined calling areas. A phone can be restricted to making only local, US, or international calls.
Outbound Call Blocking	✓	Restricts calls to (976) and (900) area codes and is enabled by default.
Fraud Monitoring	✓	M5 routinely monitors unusual international activity for potential fraud/misuse.
Toll-free Number Transferring	optional	M5 can transfer your existing toll-free number from your current carrier to M5.

Informal Call Center	Included	Description
Automatic Call Distribution (ACD)	✓	Used to route calls in a call center environment to the appropriate agents, based on various queuing/distribution strategies possible such as time availability. The ACD system places calls into a queue, where they are typically handled in the order received. Staff can log in/out of ACD queues.
Display Callers in the Queue	✓	ACD feature that enables each phone in logged into an ACD queue to display the number of callers waiting.
Promotion On Hold	optional	ACD feature that enables "barkers" to interrupt standard hold music and play a custom message to callers on hold.

Custom Services	Included	Description
Complex Call Routing	optional	Enables programming of complex routing rules to be triggered by conditions such as do-not-disturb, busy, no answer or out-of-service phones.
Paging System Integration	optional	M5 system does not support broadcast paging to phones, but our system can usually integrate with third-party office paging systems.
Custom Development	optional	M5 has the ability to develop custom solutions beyond standard feature set. Please discuss requirements with your salesperson.