Branded **C**ommunications **C**enter
Branded Voice, E-mail, and Fax Solutions

OmniWhere™

A Service of Utopia Communication, Inc.

http://www.omniwhere.com

Overview

Customer acquisition and retention are some of the most critical objectives in business today. Companies strive to boost retention and branding while keeping acquisition costs low. One of the most powerful tools for accomplishing this is messaging. OmniWhere understands the potential marketing power of messaging, and has built an outsourced unified communications solution, including the functionality of voice, fax, and e-mail, to help you attract fickle customers and keep them coming back.

Product

OmniWhere's Branded Communication Center (BCC) is a turnkey unified communications solution providing the ability to offer branded unified messaging, collaborative, and telephony services in a convenient central location. OmniWhere's BCC, customized to graphically complement your site, is made up of three components:

1. Unified Messaging - e-mail, voicemail, and fax with both web and telephone access
2. Collaborative Tools - address book, shared calendar, and web drive online storage
3. Telephony - long distance and TeleFollow (global call forwarding)

Benefits

Offering OmniWhere's BCC is an excellent tool for building your businesses. It allows you to:

· Increase competitive advantage
· Accelerate growth
· Increase branding
· Drive e-commerce
· Decrease customer churn
· Add revenue streams
· Decrease costs
· Increase user affinity

Features

BCC from OmniWhere gives a broad array of features accessible by both web and phone. New features are always being developed.

Web Accessible Features
· Full-featured web-based e-mail
· Address book with vCard
· Sharable calendar with e-mail reminders
· Voicemail access via web
· On-line account management
· Sharable web drive

Phone Accessible Features
· Toll-free access number in US
· Full voicemail features
· E-mail access by phone (text-to-speech e-mail)
· Fax retrieval
· TeleFollow (global call forwarding)
· Discount international long distance from any phone

Advertising

The BCC system creates prime advertising space with defined demographics for each user. Advertising within the BCC can be used to increase company revenue or offset the system cost. You can own this advertising space yourself, or you can have a discount on your service and have OmniWhere control this advertising space.

Additional Information

To find out more about how you can offer your customers the convenience and functionality of OmniWhere's Branded Communication Center, and how this will benefit both you and your users, please contact a member of OmniWhere's business development team.

Call us at 510-979-9300
Or e-mail us at bizdev@corp.omniwhere.com

Benefits

The benefits of OmniWhere's BCC fit into three general categories: growth, retention, and revenue. All of these lead to an increased competitive advantage for your company. Getting these advantages is fast and easy because OmniWhere hosts your customized BCC on its own servers. Setup can be completed in a matter of days.

1. Growth

· Attract new users by offering these distinct and powerful products.
· Increase branding as e-mails from your domain are read by thousands.
· Reinforce your message through custom message footers.
· Differentiate your product offering from your competitors.

2. Retention

· Build habitual users who return to your site often to check their messages.
· Increase user affinity through the use of user@yourdomain.com email.

3. Revenue

· Drive e-commerce by having users exposed to your commerce offerings more often.
· Add revenue streams from fees paid by users who exceed the free monthly limit or who sign up for advanced features.
· Decrease costs by outsourcing this service to take advantage of economies of scale.
· Traffic increases as users check their messages providing prime targeted ad space.

Ease of Implementation
OmniWhere's Branded Communication Center adds significant value to your customers. By fusing several functionalities into one product, the BCC brings users different modes of communication under their control.

Product

Omniwhere has built the BCC as a turnkey solution with easy implementation and adaptation to meet the needs of our partners. The Branded Communications Center creates a complete communication platform by combing unified messaging, telephony, and collaborative tools.

Unified Messaging

True unified messaging brings together different modes of communication and makes them accessible through varying hardware. BCC will give your users the ability to collect all of their modes of communication--voicemail, e-mail, and fax--and centralize them in one location. With OmniWhere, you will be providing them the ability to access their messages over the web or through the phone interface. OmniWhere's system was built from the ground up to offer you scalability and reliability.

Telephony

OmniWhere goes beyond simple unified messaging to unified communications through integration of premier telephony features, including long distance and TeleFollow (global call forwarding). These features are the perfect complement to unified messaging, providing a complete package that continues to evolve as we develop the cutting edge technologies that are defining the market.

Collaborative Tools

Collaborative tools, the third aspect of OmniWhere's BCC, are intended to help the user improve productivity by using the power of the Internet. OmniWhere designs with efficiency in mind. Our collaborative tools include address book with time saving vCard, sharable calendar system with email reminders, and web drive for uploading, sharing, and storing files.

OmniWhere's BCC removes the need for investment in development and hardware. The communications center is hosted on OmniWhere's servers providing economies of scale and affordability. The BCC is customizable to match the look and feel of your site providing a seamless user experience. Even though OmniWhere hosts BCC on its own servers, the end user experience is uninterrupted as they switch between the BCC and your site.

User Features

From the Web Interface

Branded E-mail
Send, receive, forward, and sort into folders e-mail messages.

POP E-mail Mining
Bring messages from existing external POP accounts into the web interface.

Voice Messages
Access voicemail messages online, forward voice-mail to other e-mail accounts, record voice messages.

Fax
Access fax messages online, print fax messages to retain a physical copy.

Web Drive
Store files online. Create file summaries. Share file access with other users.

Address Book
Store contact information and vCards of others. Supports import and export of data.

Calendar & Notification
Day, week, month, and year views. Share events with other users. Schedule notified by e-mail or pager of events.

Account Management
Edit account information. Update TeleFollow destination number. Manage account charges and billing.

From the Telephone Interface

Personalized Greeting
User-record personalized greeting for those calling account.

Voice Messages
Callers record voice messages up to 60 seconds long. Subscribers record and retrieve voice messages.

Fax Messages
Callers record fax messages up to five pages long. Subscribers pull fax messages to print on local fax machines.

Text-to-Speech E-mail
Retrieve and manage e-mail messages by telephone.

TeleFollow Receiving
Calls to subscribers ring through to any telephone for live call receiving.

Long-Distant Calling
Place outbound long distance calls to any phone in the world.

Account Management
Change PIN, change personal greeting, change or deactivate TeleFollow number.

Free Access
Each month users receive $3 of free credit for telephone interface.

User-Upgradable Advanced Features

Additional Web Storage
Upgrade to 25 or 100 megs for additional message and file storage.

POP Access
Download e-mail messages to mail clients like Eudora or Outlook.

Details

End-User Support

Your satisfaction and that of your customers is very important to us. We offer two support plans to make the BCC experience as rewarding as possible. OmniWhere offers support plans designed to give your customers the assistance that they require. The following summarizes the basic support plans that we offer. You have the flexibility to choose the type of service your customers will receive.

FAQ: We provide an extensive collection of answers to Frequently Asked Questions relating to the most common inquiries to technical support. It is accessed via your Web site and is sufficient to resolve nearly all issues. This FAQ can be customized to match the look and feel of your site. Your help desk can choose whether to offer an e-mail address that users can write to with additional questions.

FAQ & E-mail Support: We can provide, in addition to the FAQ that should answer most questions, second level support by e-mail. If your users e-mail your support address and have a question that is not addressed in the FAQ, OmniWhere can handle that e-mail inquiry for your help desk.

Advertising

Many business plans are built around the revenue from advertising. OmniWhere understands this market and collects the relevant demographic data necessary for successful targeted advertising. We also understand the importance of your users' privacy and have a strict privacy policy in place for their protection.

Advertising is a great way to offset the cost of offering BCC. With the revenue brought in through the targeted ads, you can recoup your expenses and increase revenue.

OmniWhere's model is flexible to meet your needs. If reducing costs is your priority, we can retain the revenue from the BCC advertising space and provide the system to you at a discounted rate. Our system is built with your needs in mind and can be customized to match your advertising goals.

More Information

To talk about how OmniWhere's Branded Communication Center will meet both your needs and those of your customers, now and in the future, give us a call. We would be happy to discuss this new and exciting technology with you.

Call us at 510-979-9300
Or e-mail us at bizdev@corp.omniwhere.com

OmniWhere
3420 Gateway Blvd.
Fremont, CA 94538