Star2Star COMMUNICATIONS

Multi-Location Savings With Line Pooling:

Multiple Locations = Multiple Challenges

Multi-Location Savings With Line Pooling

Organizations with more than one business location rely on their communication systems to help them work together as an effective whole. But many business phone systems actually get in the way of productive communication. Expensive interoffice toll calls, accounting codes for interoffice calls, and lack of a comprehensive dialing plan combine to make calling more difficult - and much more expensive - than it should be.

Star2Star's unique Blended Architecture™ includes several features designed to save money on monthly telephone expenses while improving communications and boosting productivity. Star2Star provides users with a suite of features specifically designed to make cross company calling effortless and inexpensive:

- Answer any incoming call from any office
- No-cost interoffice calling
- Shared phone lines across several locations
- Unified dialing plan across all locations
- Ring groups and call queues operate across locations
- Effortless multi-location call transfer

Losing Money And Opportunities With Legacy Solutions

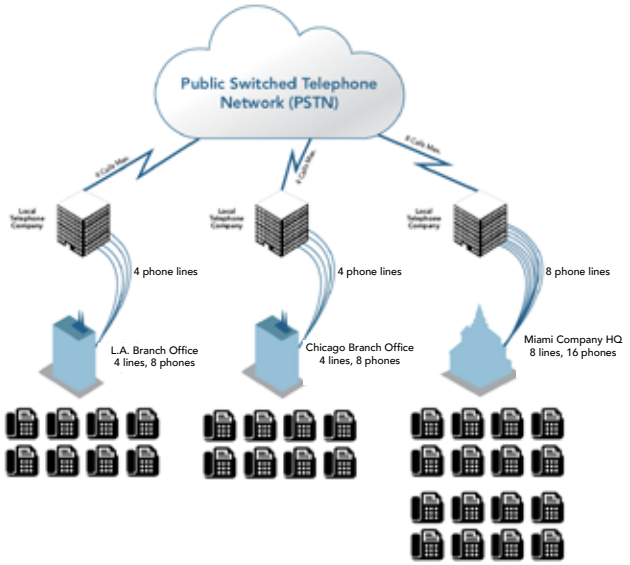
Traditional business telephone systems can share a group of telephone lines among all the users in a single location. But because those telephone lines are physically connected to a particular geographic location, it isn't possible to share those lines with other locations.

Most businesses typically have one telephone line for every two or three users. In most cases, this ratio of lines to phones is more than sufficient to insure that all incoming calls are answered and that there's always a line available for outbound calls. But unusually busy days or highly-seasonal business (think "pizza shop on Super Bowl Sunday") can lead to busy signals, frustrated customers, and lost business.

Predicting the number of phone lines your business actually needs can be a tricky proposition. If you buy too many lines, you'll needlessly increase your monthly communications expense. If you buy too few, you run the risk of not having enough line capacity to handle traffic at peak times. The problem is even more complex for businesses with multiple locations. One location may be overloaded with calls while another is relatively idle. This is especially true for companies with operations in multiple time zones.

Are You Missing Calls With Your Legacy Provider?

With traditional telephone systems, businesses must subscribe to enough phone lines to cover their maximum expected telephone traffic. In this example, the Miami office has 8 lines. The Los Angeles and Chicago offices each have 4 phone lines, for a total of 16 lines. If one of the branch offices receives more than 4 calls at the same time, the caller will hear a busy signal - even if there are unused lines at the other two locations.



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There Is Another Way - The Star2Star Way

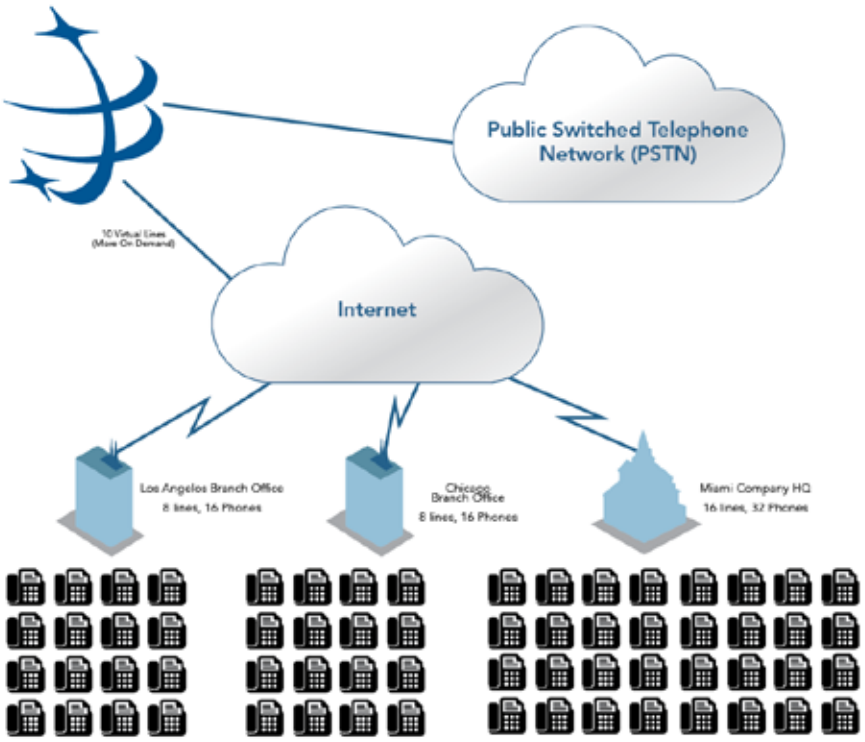
Star2Star's innovative pooling and bursting feature keeps monthly telephone costs down while assuring that there are always enough lines available, no matter how busy things get. Star2Star phone lines are virtual, not physical. This means that the lines aren't physical copper connections; they are virtual connections created over a broadband Internet connection.

The lines are not assigned to any single location, but are part of a pool of lines that can be used from any location in the organization. This approach allows the business to purchase a pool of lines that is large enough to meet the entire organization's peak usage needs, without having to purchase a fixed number of lines per location.

If the demand for lines – either from incoming or outgoing calls – exceeds the number of lines available, the Star2Star platform will automatically add additional lines, on the fly. We call this feature "bursting", and it ensures that a line is always available when needed, either for incoming or outbound calls. There is a small per-minute charge for bursting, but we'll waive the bursting charge if the business adds additional lines to handle the traffic. Using pooling and bursting the business will never miss a call, and their customers will never receive a busy signal.

Interoffice Company Communications, The Star2Star Way

With Star2Star's flexible Line Pooling & Bursting, the entire company shares 20 lines across all locations. Customers subscribe to the minimum number of lines they need, and Star2Star will add extra lines "on the fly" to accommodate overflow traffic, even on the busiest days. Interoffice calls do not use any lines at all.



Any incoming call can be answered anywhere on your Star2Star platform. For example, an incoming after-hours call in Miami can ring at the Los Angeles office. Users in Chicago can answer overflow calls coming in to the Miami office. Calls can be transferred across locations or even to home or mobile phones.

Unlimited Interoffice

Calling & conferencing Star2Star users, no matter where they are, can call one another with no usage charges. This means that a user in your Los Angeles office can hold an hour-long conversation with a user in Miami without spending a cent.

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Project Presence Everywhere

Star2Star can provide local numbers in just about every area code in North America. We can connect those numbers to your Star2Star platform in one or more cities. This allows your business to have a local presence in your target markets without expensive forwarding charges, and at no cost to your callers.

It's Time to Make the Switch

Switching to Star2Star is easy. Just call your Star2Star partner. They'll analyze your current phone expenses and show you exactly how much money you'll save with Star2Star. In most cases, you can even keep your old phone numbers.

Pooling Lines to Save Money

The savings from line pooling can be substantial. For example, one of our customers is a large national chain with nearly 11,000 locations. Before switching to Star2Star, they had two lines (about 22,000 in total) in most of their locations. We recommended that they purchase 3,000 lines to share among their 11,000 locations. This arrangement has reduced their telephone expenses enormously while vastly improving their interoffice and inter-store communications.

How it Works

Like other VoIP systems, Star2Star routes voice calls over an IP network, rather than over the traditional public switched telephone network (PSTN). But that's where the similarity ends. Star2Star's Blended Architecture™ places resources where they make the most sense. Features and functions that require large scale storage or processing power are hosted at one of our high-reliability data centers. The critical voice traffic is managed on the customer's premises using our StarBox™ Cloud Connection Manager. The Star2Star Platform provides users with a full suite of Unified Communications Solution, such as chat, video conferencing and fax with industry-leading quality and reliability.

Star2Star® COMMUNICATIONS
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