



## Affordability & Simplicity

*No small or mid-sized business wants to deploy and manage an expensive PBX or rely on an unreliable hosted VoIP service. Whaleback Systems allows you to drive down your telecommunications costs while simplifying the management and administration associated with delivering IP communications productivity tools that enhance business efficiency.*

The CrystalBlue Voice Service delivers advanced IP features that streamline operations and enhance organizational efficiency. Unlike the complicated IP-PBX platforms that were designed for large-scale deployment, CrystalBlue Voice has been designed specifically to meet the needs of small and mid-sized companies. It is a fully managed voice service that simplifies the delivery of advanced telephone capabilities for your business. Our nationwide calling package provides the most affordable IP communications solution for companies that need between 5 and 500 phone stations.

### Reduce Costs - Simplify Operations

- Avoid the high cost of purchasing PBX equipment
- Reduce monthly telecommunications expenses with a flat rate managed voice service
- Simplify the system administration and user support with a state-of-the-art phone service


The CrystalBlue Voice Service is monitored and maintained around the clock. It is a unique and all-inclusive business class managed voice service. Before the arrival of CrystalBlue Voice, companies were faced with only two options:

- *Premises-Based Solutions:* Buy or lease an expensive PBX and manage its operation, pay for support and worry about upgrades.
- *Hosted VoIP Solutions:* Subscribe to a hosted VoIP service and settle for inferior call quality and fewer features from your phone service.

CrystalBlue Voice is a fully managed service that combines the call quality and features of an enterprise-class IP-PBX with the simplicity and cost-savings of a hosted VoIP service. By selecting CrystalBlue Voice, your company will benefit from a phone service that combines ongoing system upgrades and service enhancements with total cost control.

### Reduced Capital and Operating Expenses

You can avoid the high capital cost of buying telephone equipment while reducing the expense of carrier phone services. CrystalBlue Voice is the first business telephone solution built from the ground up to leverage the cost and performance advantages of high speed broadband networks to deliver a full-featured IP-based telephony service. The following examples are just a few of the hundreds of satisfied businesses that have reduced expenses and improved their business efficiency with a fully managed voice solution from Whaleback Systems.




**Key Features**


- Auto attendant
- Unified messaging
- Call forwarding
- Unified messaging
- Shared phones for multiple agents

**Outbound Toll Calls**

**Remote Agents**



*"Whaleback provides a low-cost telephone service with predictable monthly charges that allows us to reduce operational costs."*



High-end primary & vacation real estate agency.

Before Whaleback...

- Expensive Centrex service offered limited scalability and features

After Whaleback...

- Avoided \$20,000 in CAPEX costs
- Productivity tools enabled growth from 6 to 24 agents
- "Our monthly phone charges are half what they would be if we were relying on Centrex"
- "As we add agents the cost curve is proportional and predictable."

The graphic above profiles Points Nor'East Properties . They are one of the many companies benefitting from the affordability and simplicity of the CrystalBlue Voice Service. Here's what other customers had to say:

*"Whaleback provides an enterprise-class telephony service with reliability and rich features that are grounded in operational flexibility and simplicity. We didn't have to purchase a PBX and worry about unloading an outdated piece of equipment in a few years, and we could dramatically improve call quality and voice service reliability while taking advantage of advanced calling functionality that improves employee productivity."*— Jevon Conroy, Director of Research for Axis RP

*"It would have cost us about \$30,000 to buy a PBX and IP phones, but CrystalBlue offers a flat-rate, per user pricing scheme that allows us to avoid capital expenses, control operational costs and easily add support for new users."*—Robert J. Burbidge, President of Genesis Consolidated Services

The Troy Dolan Consulting firm estimates that CrystalBlue has saved the firm over 75% each month over the alternatives of relying on carrier-hosted Centrex services or buying and managing a PBX and provisioning a T1 circuit.

*"Whaleback allows us to present the image of an easy-to-reach consulting firm, and CrystalBlue will allow us to cost-effectively scale to support new employees as we grow the business."*—Tim Rooney, President.

*"We are a small company without any IT staff, and we didn't want to buy and manage a PBX or go back to the high costs and low functionality of a Centrex-based service. And continuing to suffer through the many problems we encountered with the hosted VoIP service we originally selected was not an option. Whaleback provided a managed service that allows us to focus on meeting the needs of our customers without the distraction of managing our phones and without the costs of circuit-switched phone services."*— Lisa Couture, National Account Manager for Kid Galaxy.

## Let Us Help You Calculate Your Cost Savings

By selecting CrystalBlue Voice, you can rely on a managed service and take advantage of the latest technologies without the need for self-managing an IP PBX or waiting for the phone company to provide new features. Find out how much money you will save by switching to the CrystalBlue Voice Service and discover the easy-to-use features that will enhance the productivity of your employees. Contact Whaleback Systems so we can show you how to bring the benefits of CrystalBlue Voice to your business.



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