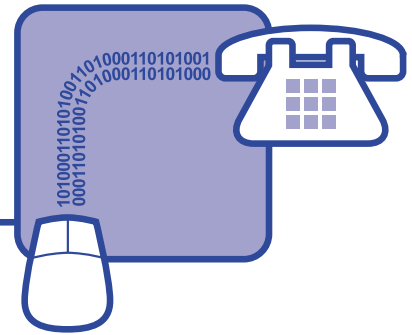


Bell Centrex IP Service



A simple way to integrate voice and data

At Bell, we understand the importance of being able to do more with less. To compete more effectively while increasing the efficiency of your personnel, maximizing the viability of existing resources, and reducing operating costs. That's what Bell Centrex IP Service is all about. Converging traditional data networks with breakthrough IP telephony, so you can minimize expenses while boosting productivity.

Bell Centrex IP Service is a cost effective hosted Voice over IP (VoIP) solution for both large and small businesses. VoIP allows you to transmit voice signals in data packets using IP protocol over a data network.

With Centrex IP Service, you benefit from expanded mobility, an important advantage in today's workplace. With consistent voice function across multiple locations, your business can enjoy enhanced collaboration with remote and mobile employees. Users can gain access to the same services and capabilities both in the office and while away. You can also extend services to consolidate previously unreachable company-wide networks. And internal mobility is simple, thanks to our Hot Desking capability that allows users to simply log-in to access their phone number and feature set from any telephone location.

Centrex IP Service also helps you reduce costs. As a hosted solution you avoid the risk of technology obsolescence, and because Centrex IP Service works with your legacy system, you have absolute control over upfront capital expenses. In fact, with complete Centrex feature transparency, you could migrate to IP on a line-by-line basis. The most popular current Centrex benefits, as well as benefits from new voice and data applications, can be used with both IP telephones and PC-based soft clients. Extended self-service capabilities reduce your costs for ongoing moves, adds and changes. And long distance charges between remote locations are significantly lowered. By consolidating voice and data infrastructures, you'll also reduce the cost of maintaining technology and administrative support.

As the first to build a national IP network, the first to implement a Multi-Protocol Label Switching (MPLS) network for prioritization of voice and video and the first to implement a gigabit Ethernet service, Bell is your best choice for IP telephony. In fact, we're using it ourselves – leading change in the industry, not merely adapting to it. And of course, Centrex IP Service is designed with the redundancy, security and reliability that you've come to expect from Bell.

Choose Bell Centrex IP Service for easy, customized service

Bell makes IP telephony easy. With a simplified user interface that captures call information and allows 'click to call' capability to place a call. With a choice of clients to meet the user's needs. With an IP telephone set that has enhanced feature access combined with traditional functionality. And with a PC-based soft client that emulates a traditional telephone set with access to all features. Centrex IP Service provides increased control and choice for telephony users. It combines the benefits of new technology with all the traditional advantages and reliabilities of a hosted telephony solution.

Bell Centrex IP Service makes things simple for you

It's easy to do business with Bell. We make it simple by putting our expertise in VoIP Professional Services to work managing and monitoring your voice and data networks. We partner with you to ensure you get the network performance, security, service and migration/integration that your business requires. With Bell, your connectivity is supported by the most extensive, 100% digital, high-capacity, optical network in Canada. Our superior network performance, backed by 3,000 network engineers, technicians and support professionals, protects and enhances your critical business functions while giving you maximum reliability and uptime. And Centrex IP Service gives you control over the rate at which you evolve to meet the IP future.

**Integration that supports productivity. Reliably. Cost effectively.
That's simply good business.**