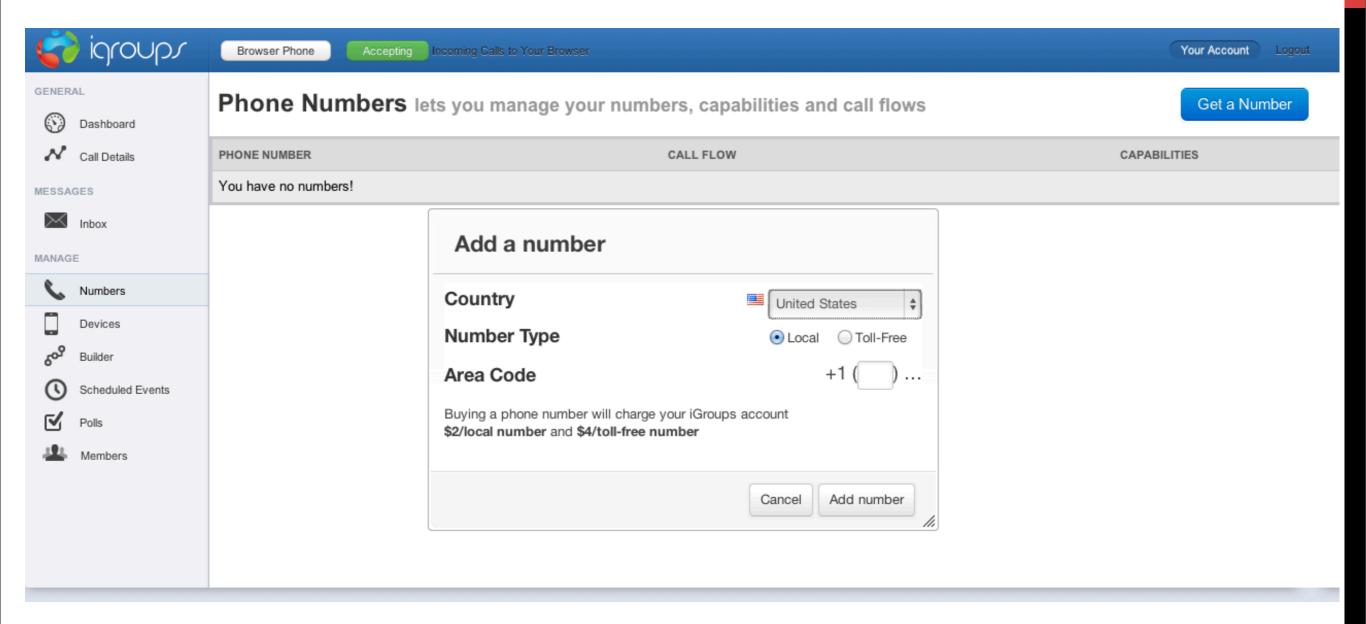# cloud VoIP communication platform
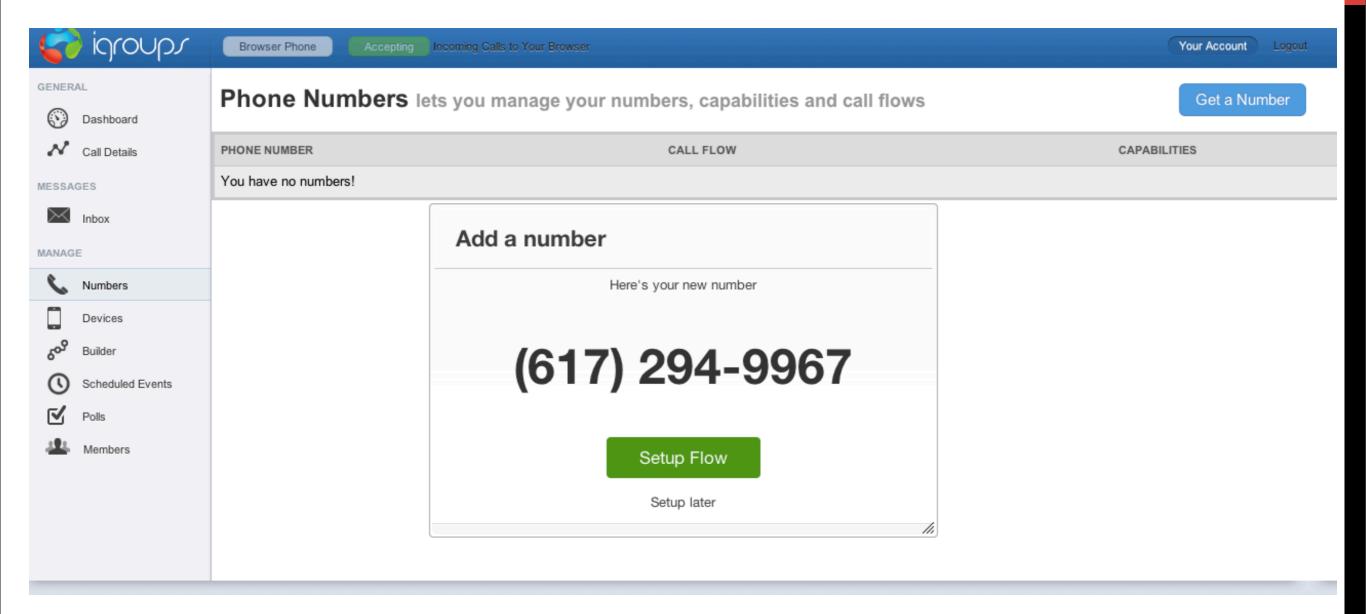
a Lycos product proposal
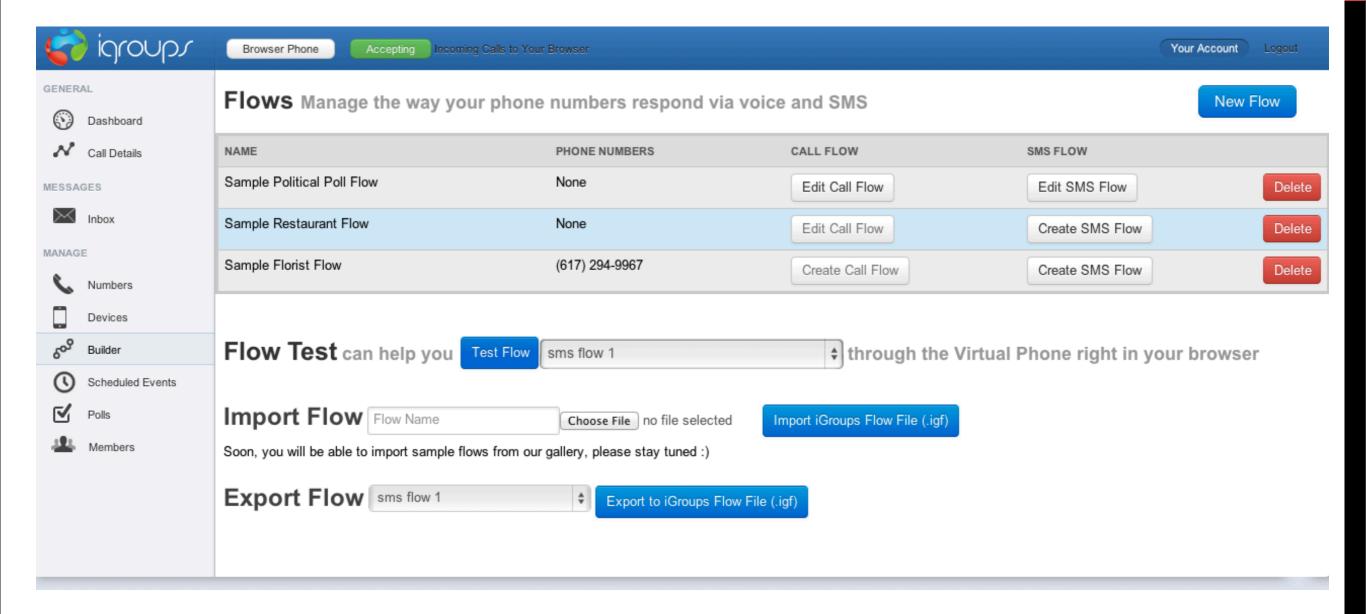
Andrei Oprisan

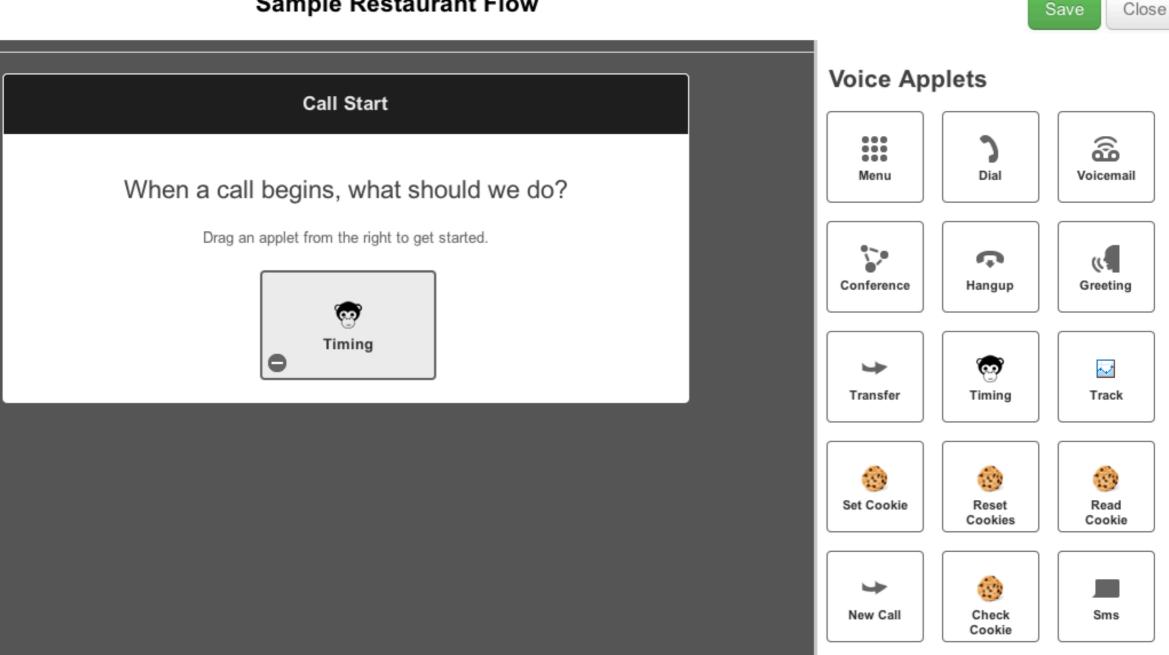**March 21, 2012**

1. Purchasing Phone Numbers

1. Purchasing Phone Numbers

2. Creating Call and SMS Flows (IVR Builder)

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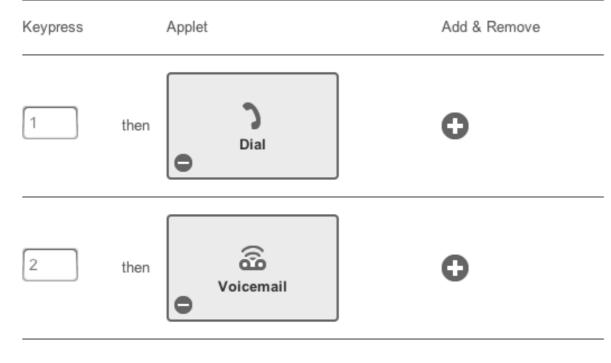# 2. Creating Call and SMS Flows (IVR Builder)

Menu Prompt

When the caller reaches this menu they will hear:

| Read Text | *Thank you for calling Our Restaurant. To speak with a representative, press 1. To leave us a take-out order via voicemail, press 2.* | edit |

Menu Options

Keypress	Applet	Add & Remove
1	then	**Dial**	➕
2	then	**Voicemail**	➕

Do you want to repeat the menu back?

Repeat the menu back to the caller. Enter zero if you do not want the menu to repeat.

3   time(s)

Timing

Set your open hours.

Use the table below to set the hours which you are open. Time is based on the server's current time. We use the timezone specified in your Settings.

(current time: Mon, 05 Mar 2012 12:05:51 -0500)

Monday	Closed	✚
Tuesday	Closed	✚
Wednesday	Closed	✚
Thursday	Closed	✚
Friday	Closed	✚
Saturday	Closed	✚
Sunday	Closed	✚

Open applet.

When someone calls or SMS while open, use the applet below.

Menu

Closed applet.

When someone calls or SMS while closed, use the applet below.

2. Creating Call and SMS Flows (IVR Builder)

Conference

Moderator

If you set a moderator, callers are placed on hold until a moderator calls in from one of their configured devices.

[Select a User or Group | 🔍]

Hold Music

Music is played until two or more people have dialed in, or until a moderator has joined.

[Classical ▼]

Track

Google Analytics account

[   ]

URL to track
Use %caller% to substitute the caller's number or %number% for the number called.

[   ]

Page title to track
Use %caller% to substitute the caller's number or %number% for the number called.

[   ]

Next

After this applet is tracked, continue to the next applet

[Drop applet here]

3. Tracking Minute Usage per Line & Limits

3. Tracking Minute Usage per Line & Limits

Call Details shows you a history of all calls, duration, geo-location of customers, and more

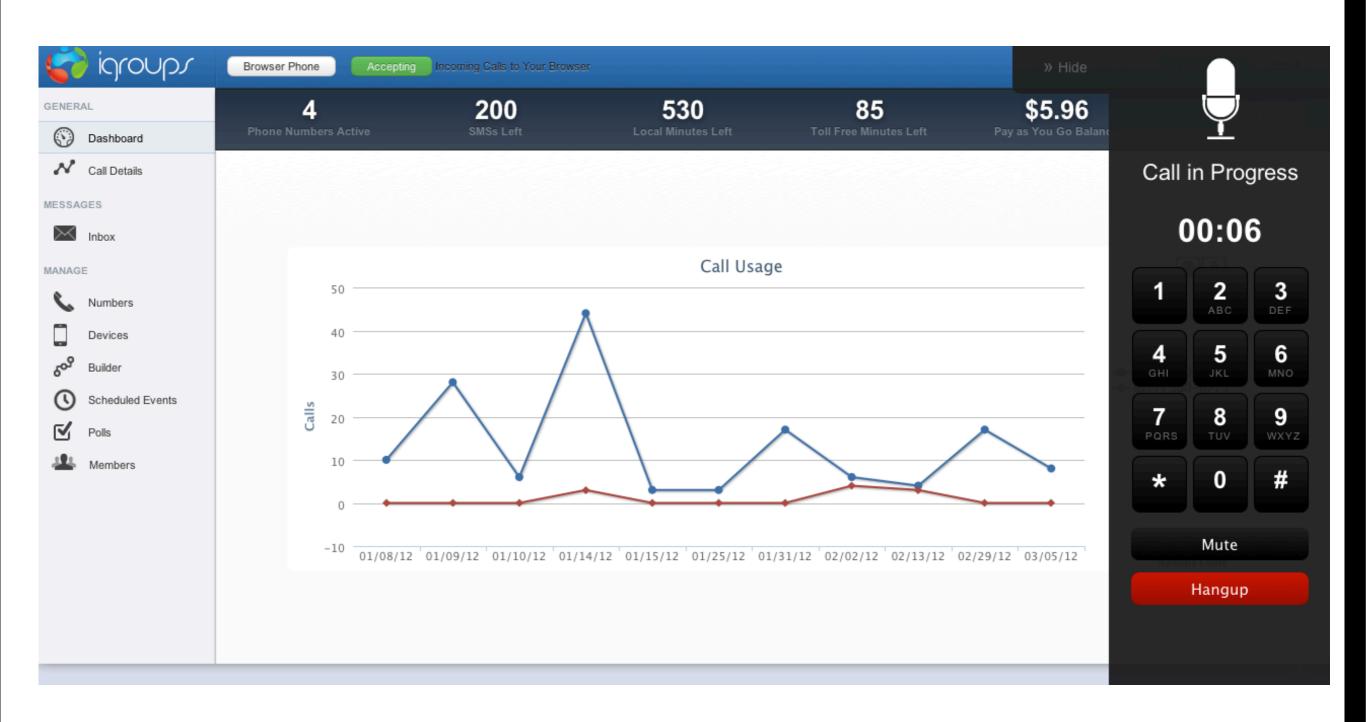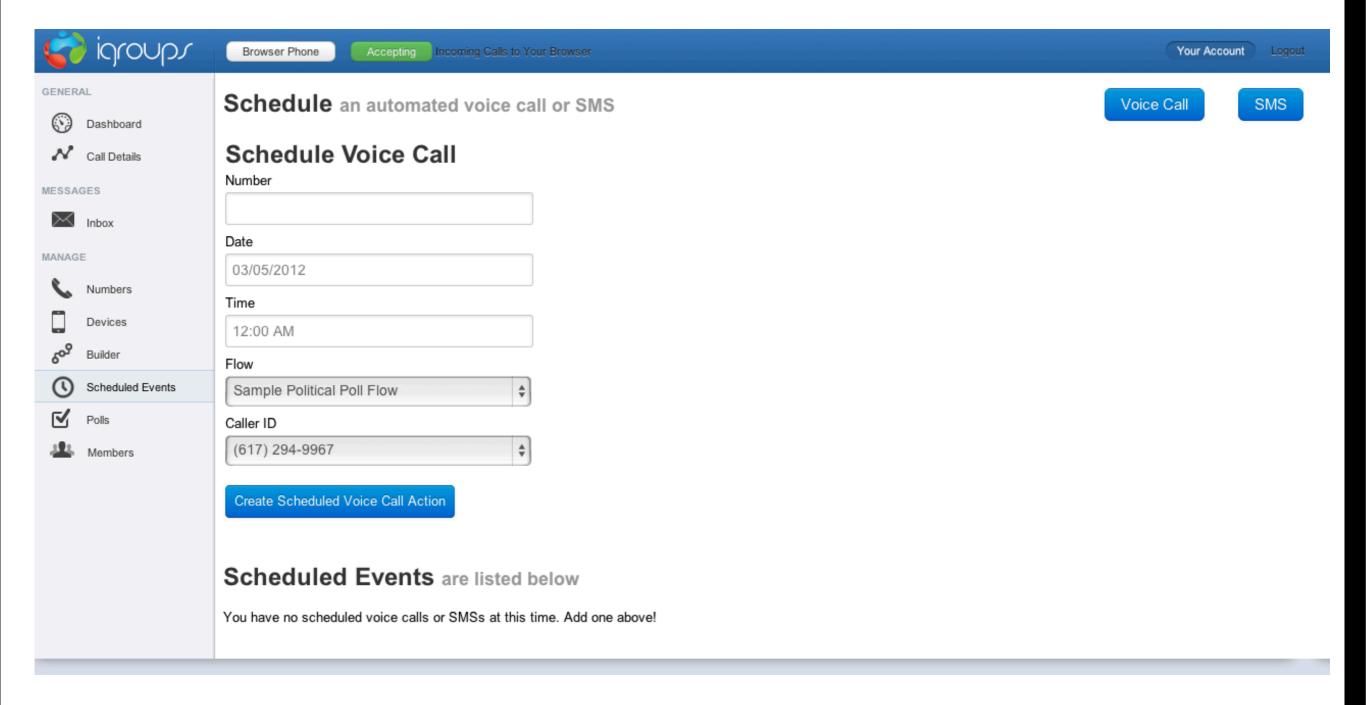| Date	To	From	From Geo Data	Call Status	Direction	Duration	Cost
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	in-progress	inbound		$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	in-progress	inbound		$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	in-progress	inbound		$0.00
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01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		$0.00
01/08/12 11:01 PM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		$0.00
01/09/12 12:01 AM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		$0.00
01/09/12 12:01 AM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		$0.00
01/09/12 12:01 AM	(888) 420-0006	1		completed	inbound	1 min (4 sec)	$0.02
01/09/12 12:01 AM	(888) 420-0006	(212) 300-5446	NEW YORK NY 10279 US	ringing	inbound		$0.00
01/09/12 12:01 AM	(888) 420-0006	1		completed	inbound	1 min (4 sec)	$0.02

4. Recording and Transcribing Voicemails

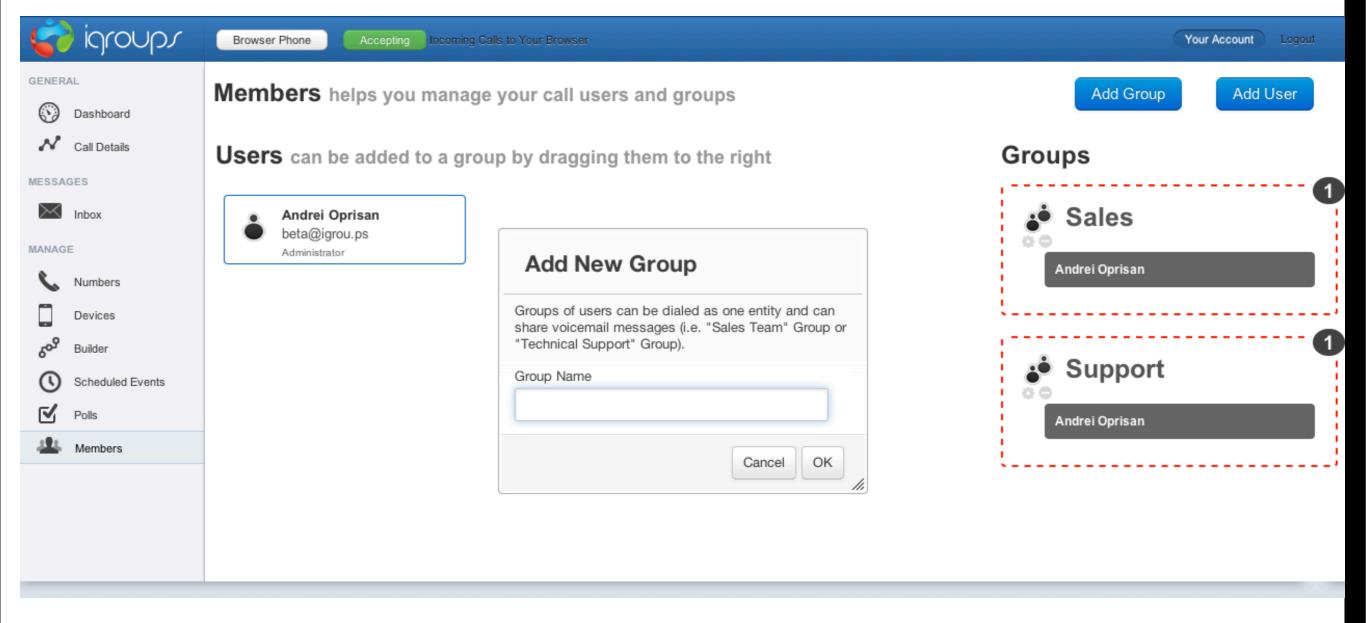# 4. Recording and Transcribing Voicemails

5. Making and Receiving Calls via Browser/mobile app

6. Call/SMS Automation (Scheduling)

7. User & Group Management

Product Scope

	Short Term	**Long Term**
Scope	Mobile VoIP cloud platform to facilitate user-facing, scalable voice and text messaging operations	
Market	Individuals / Small Businesses	Large Companies & Mobile Apps

Addressable Market

- $3.2 Trillion Market
  Total service revenue for the global tele-communication services market will reach
  $3.2 trillion / 4.6% of global GDP in 2012 (+3.7% YoY)

- Largest growth is in data services ($200b, +16% YoY)

- VoIP markets are increasingly going mobile with BRIC countries leading demand for mobile VoIP technologies & traditional network interfacing
  (15% & 8% annual growth in India and China)

- Within the Lycos network, we can immediately start selling hundreds of plans, increase WebPub stickiness & lower infrastructure costs by +80%

Unified Business Image

- Callers get a professional business greeting from the virtual receptionist

- Integrate remote and home offices under one central phone number

- Create extensions for employees & specify where they can be reached

- Employees work and travel anywhere and never miss calls

- Smart Queues connect callers to employee groups

Next Generation VoIP

- Place and receive calls via traditional phone or the browser
- No PBX hardware or software or capital expenditures
- Purchase local, toll-free and international numbers in seconds
- True business system with the lowest ownership cost
- Save money & increase productivity while better managing customers needs

Virtual Receptionist

- Eliminate the need for human receptionists to receive, screen, and route calls

- Give callers access to all employees and departments in a professional manner

- Disseminate commonly requested information as pre-recorded messages

- Instant text to voice with multiple voices and accents

- Upload, record, or create any greeting that a business needs

7 Core Features

1. Purchasing Local, Toll Free & International Numbers
2. Creating Call and SMS Flows (IVR Builder)
3. Tracking Minute Usage per Line & Setting Limits
4. Recording and Transcribing Voicemails
5. Making and Receiving Calls via Browser/app
6. Call/SMS Automation (Scheduling)
7. User & Group Management

Potential Uses

- Business Phone System (PBX)

- Interactive Voice Response Systems (IVR)

- Sales & Lead Processing Automation

- Conference Calling Services

- Cloud Call Centers

- Call Metrics & Analytics

- Call Screening & Forwarding

- Authentication Systems

- Automated Calling System

and dozens more

Uses & Investment Levels

Use / Feature	Individual / SMB	Larger Business	Infra (API)	Investment
Auth/PIN System		X	X	1
Purchase Phone Numbers	X	X	X	1
Conference Calling	X	X		2
Call Screening & Forwarding	X	X		3
Call Metrics & Analytics	X	X		3
Business Phone System	X	X		4
IVR System	X	X		5
Sales & Lead Automation	X	X		6
Appointment Reminders	X	X		6
"Robo-call"		X	X	7
Cloud Call Centers		X		8

Buy/Build Analysis

	Buy	Build
What	We can risk-hedge and validate our product strategy & offerings, and learn about customer trends while (1) spending 80% less money and (2) going to market 5x faster by developing a front-end and using a 3rd party VoIP provider now.	With a validated product and specific feature set, we can build a full VoIP infrastructure with: (1) hardware stack (2) infrastructure library stack (3) API (4) user front-end
How	3rd Party VoIP API, our Front-End	our Software and Hardware VoIP Stack, Front-End
Risks	Minimal Investment	Medium/High Risk
Rewards	High Reward	High Reward
Cost	Low operational cost	Lower operational cost (5-20%)
Time Span	2-4 months (short term)	12-16 months (long term)
Resources	2-4	4-6

Timeline

- Front-end UI Mostly Ready (85%)
- Lacking registration and billing tie-in
- Back-end Infrastructure via Third Party API
- Go To Market within 2-4 Months
  (2-4 resources)

7 Core Features

1. Purchasing Local, Toll Free & International Numbers
2. Creating Call and SMS Flows (IVR Builder)
3. Tracking Minute Usage per Line & Limits
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5. Making and Receiving Calls via Browser/app
6. Call/SMS Automation (Scheduling)
7. User & Group Management

Feature Status

1. 100% complete
2. 100% complete
3. 90% complete
4. 100% complete
5. 100% complete
6. 90% complete
7. 60% complete

Can be completed within 2-4 months with 2-4 resources

An excellent opportunity for Lycos and Ybrant Fusion collaboration, knowledge transfer & expansion

Sample Pricing Model

(with 100% profit margins on small scale, 150-300% on medium scale)

cost	Small $9.99	Medium $29.99	Large $49.99	XLarge $99.99	Custom a la carte
text messages	100	200	400	800	$0.02
local minutes	250	500	1000	2000	$0.02
toll-free minutes		500	1000	2000	$0.04
local numbers		1 included		1 included	$2.00/month
toll-free numbers			1 toll-free	1 toll-free	$4.00/month
savings	5%	10%	20%	25%	

We don't charge you setup or add-on fees. There are no additional fees of any kind. Not now, not ever.

Lycos Infrastructure Savings

- We currently use a 3rd party vendor for Lycos Mail new account phone authentication

- Annual operational costs are $20k+

- Replicating authentication functionality through this new system could
  reduce Lycos Mail product
  phone verification recurring cost
  by 85% annually ($18k)

Conclusion

- Large, Growing $3.2 Trillion Market

- VoIP markets are increasingly going mobile with BRIC countries leading demand & growth

- Within the Lycos network, we can immediately start selling hundreds of plans with high stickiness & increase overall WebPub user stickiness

- Low risk, low investment cost Buy option to risk-hedge and validate our product strategy, offerings while spending 80% less

- Medium investment cost Build option would position Lycos and Ybrant to be a leader in mobile VoIP and higher long-term profit

- An excellent opportunity for Lycos and Ybrant Fusion collaboration, knowledge transfer & expansion

Appendix: Market Size

- The global economic crisis appeared to have had only a slight impact on the global telecommunications and IT markets. After a slight dip of 0.5% in 2009, the information and communications (ICT) market will increase by 1.9% to €2.3 trillion in 2010 and by 3.7% to €2.4 trillion in 2011, according to the European Information Technology Observatory (EITO)'s forecast.

- As this new report highlights, the strongest growth markets are in the BRIC (Brazil, Russia, India & China) countries - where in 2010 the Chinese telecom market will grow by 8% to €126 billion and the Indian market will grow by a staggering 15% to €40.5 billion. The inherent cost advantage of mVoIP may help drive and contribute towards wider proliferation of the telecoms sector for the near-term, by way of accelerated take-up among more price-sensitive consumers.

Appendix: Competitors

Feature	Top 3 Competitors
Auth/PIN System	Authentify, Phonefactor, AT&T
Purchase Phone Numbers	Ring Central, eVoice, Grasshopper
Conference Calling	Intercall, GoToMeeting & every Telecom
Call Screening & Forwarding	Onebox, Ring Central, AT&T
Call Metrics & Analytics	Callsource, Rocket Analytics, Mongoose Metrics
Business Phone System	Virtual PBX, Digium, Vocalocity
IVR System	Cisco, Voxeo, Avaya
Sales & Lead Automation	Salesforce, Callmultiplier, Genius
Appointment Reminders	Voiceshot, Callfire, Teleminder
"Robo-call"	Five9, DialMyCalls, Rocotalker
Cloud Call Centers	Salesforce, Contactual, Teledirect

Appendix: Data Sources

Telecom Size & Growth Research

http://www.telecomsmarketresearch.com/research/TMAAAVNX-Visiongain--Mobile-VoIP-Market-Report-2010-2015.shtml

Gartner VoIP Market Research

http://www.gartner.com/technology/reprints.do?id=1-16YRLHH&ct=110815&st=sg

Infonetics VoIP Services Market Research

http://www.infonetics.com/pr/2011/2H10-VoIP-and-UC-Services-Market-Highlights.asp