

Frost & Sullivan

InterCall Receives 2007 North American Conferencing Company of the Year Award



For more information:
877.333.2666
www.intercall.ca
reserve@intercall.ca

2007

F R O S T & S U L L I V A N

North American Conferencing
Company of the Year Award

MARKET OVERVIEW/KEY CHALLENGES

The conferencing market has continued to make large strides with a significant increase in its product offerings particularly in the last year.

SOME OF THE KEY CHALLENGES IN THE CONFERENCING SERVICES MARKET ARE AS FOLLOWS:

- + As competition in the conferencing market heats up vendors must create significant distinguishers and make sure there's proper positioning to constantly monitor competition.
- + Consistent growth in reservationless conferencing propels service providers to continually search for ways to differentiate themselves and create unique services in order to increase usage, thus increasing revenue.
- + Developing an open architecture that fully interoperates with conferencing products from other vendors increases the adhesiveness of conferencing solutions to allow for its acceptance on a wider scale in the marketplace. Conferencing vendors have to constantly analyze their product architecture practices and look for substitutes that can augment the architecture goals of their enterprises.
 - i. improved functionality
 - ii. cost decrease
 - iii. increased flexibility
 - iv. greater jurisdiction
 - v. ability to scale
- + Service providers who are a subsidiary of a global network provider are beginning to incorporate IP as a cost saving, however those who do not have an affiliation have been slow.

 InterCall is a subsidiary
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- + Increasing expenditure on sales and marketing efforts to the SMB and SOHO segment opens up the potential for increase in conferencing minutes for service providers.
- + The continued stabilization of the economy enables enterprises to evaluate investing in CPE bridges to fulfill their internal conferencing needs.
- + A rise in usage of free conferencing services leaves service providers with added demands to demonstrate a value of their services in a mature commoditized market.
- + The overall demand for collaborative solutions continues to rise, and conferencing vendors face the challenge of getting the attention of IT decision makers to not only demonstrate the conferencing offers value as an enterprise communications tool but also to show why their solution is better than conferencing solutions that the organization may be considering.

AWARD CATEGORIES & RELEVANCE

The 2006 Frost & Sullivan Company of the Year in the Conferencing segment is presented to Intercall Inc. The company has exhibited a consistent strategy in conferencing services market over the past eighteen months that demonstrates foresight and promises to deliver consistent growth in the future as it has in the past. A recent survey of their customer base, InterCall's satisfaction ratings were placed well above 90 percent in several categories.

Since the focus of this award is recognizing leadership in the conferencing space, achievements in only this sector are highlighted herein. In agreement with the overall market trends, Intercall is focusing its resources on core growth areas in the IP based collaboration communications systems which bodes well with the future.

Intercall continues to dominate the conferencing and services market with a strong growth trajectory. Their leadership in the conferencing and events market is bringing the company a new level of recognition and therefore more brand awareness that ultimately leads to more growth.

The launching of New Services and Enhancements to Current Services

The rapidly transforming conferencing communications space requires continuous induction of innovative enhancements as well as the introduction of new products and services so as to stay ahead of the competition. Intercall remains a leader and continues to improve both its existing services as well as introducing new services and technologies. In the past year, Intercall has added several new applications to its evolving product suite of products for the conferencing market. They include the following:

- + The partnership with Brainshark is to improve the way web conferencing sessions are archived with the option to edit as needed. There's a high expectation for conference users particularly those that have product launches or marketing presentations particularly while coordinating live sessions. It's important to have a real-time, on-demand option to improve presentations and this option helps keep the meetings timely and relevant for the business industry.
- + The introduction of the push-to-talk conferencing feature that's called Mobile Assistant for Intercall customers with Blackberry or Mobile phones. This option



gives the mobile customer the ability to store up to 64 unique sets of conference numbers and passcodes and will connect users immediately to the call as either the participant or leader. Additionally, traditional options available on a conference call such as mute, dial-out, and call recording are also available. The current workforce has become increasingly mobile and the need for a reliable conferencing service is more important in today's marketplace.

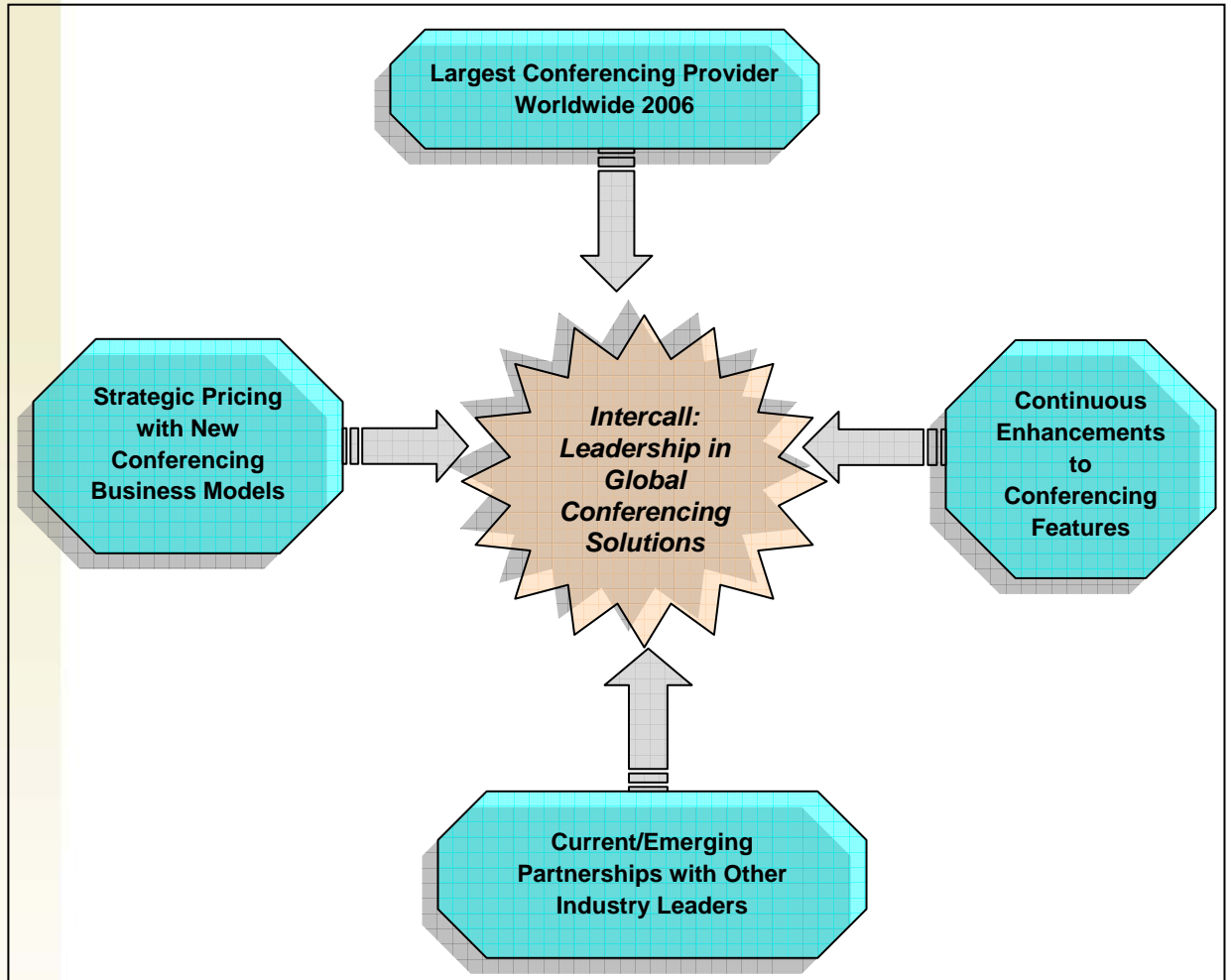
- + The conferencing industry has continued to see a growing interest in various conferencing products given the introductions of technologies that have caused a buzz in the marketplace. Intercall has added desktop videoconferencing to the enterprise market with Microsoft's Office Live Meeting, Microsoft's web collaboration service. This opportunity has provided a value-add to its customers with a new service which works hand in hand by building customer loyalty and providing great video with great voice quality. This offering is a competitive differentiation for Intercall.

Recent partnership announcements with Convedia further extends Intercall's reach into the IP based conferencing solutions market. With Convedia's media servers, Intercall's services are made better with IP media processing infrastructure that is essential for Intercall's VoIP audio conferencing and collaboration services.

Advanced reservationless conferencing and collaboration services developed by Intercall's application development teams will use Session Initiation Protocol (SIP) and Media Server Markup Language (MSML) protocols to integrate and control Convedia media servers. This will provide audio bridging, transcoding, and personalized multimedia mixing capabilities, with superior economics compared to existing TDM-based audio conferencing equipment. Over the length of the partnership, Intercall will replace its present conferencing bridge infrastructure with an IP-based infrastructure around a network of media servers made by Convedia. Companies such as Intercall are increasingly turning to VoIP technology to impel service innovation and improved network economics, while still adhering to the highest levels of network reliability and balance.

Chart 1 below captures some of the strengths of InterCall, which make it a deserving recipient of this industry excellence award in the Conferencing market.

Chart 1: InterCall's Key Strengths: North American and Global Conferencing (2006)



2007 NORTH AMERICAN CONFERENCING COMPANY OF THE YEAR AWARD

AWARD DESCRIPTION

The Frost & Sullivan Award for Company of the Year is presented each year to the company that has demonstrated excellence within its industry. The Award is based on numerous factors including the company's business development, competitive strategy, and leadership within a particular Frost & Sullivan Industry Research Group (IRG). This company is perceived to exhibit outstanding management, high growth, and positive social and economic impact on local and national communities and customers. Exceptional customer service has been noted as crucial to success, coupled with the ability to combine technology and successful strategic initiatives. The Award recipient has also demonstrated superior market growth skills through significant gains in the market during the research period. This company has the exceptional know-how to take advantage of market changes through the execution of innovative strategies within the existing competitive landscape.

RESEARCH METHODOLOGY

In order to select the Award recipient, analysts quantify several market factors for each market participant according to predetermined criteria, paying close attention to their combined operations efforts. This process includes interviews with all the market participants, customers, and suppliers, along with extensive secondary and technology research. The companies' efforts are then analyzed based on the number of new customers, new segments, and commitment to business expansion coupled with market growth. Industry participants are then ranked based on the predetermined measurement criteria.

MEASUREMENT CRITERIA

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- + Market potential
- + Proof of success executing a restructuring, marketing strategy, and revenue growth
- + New market penetration
- + Marketing, promotion, and visibility of the company
- + Degree of strategy innovation
- + Improvement in patient satisfaction level
- + Technological innovation and leadership
- + Increased name recognition



2007 NORTH AMERICAN CONFERENCING COMPANY OF THE YEAR AWARD

AWARD RECIPIENT: INTERCALL

SUMMARY OF BEST PRACTICES

For the past several years, InterCall has shown the strongest, most consistent growth in the conferencing industry and has focused its efforts on both North American and global expansion. This has led to the company being recognized as the largest conferencing provider worldwide. The company is employing a strategy that consists of organized growth through its conferencing solutions of audio, video, event and web conferencing. The company has set-up strong strategic alliances through partnerships that will work towards strengthening its leadership position in the US conferencing and telephony services market. InterCall is now also able to leverage its prominent brand name in the global conferencing industry while it expands its reach into different markets. The company continues to handle the largest calls in the industry with more than 140,000 conferencing ports available globally. The company continues to grow at a rate exceeding that of the industry. As the trend towards convergence of communications services becomes more distinctive and its visibility is increased, InterCall is well positioned to make use of its immense experience, financial influence, extensive strategic partnerships and internal competencies to continue its market control in the coming decades.

ABOUT BEST PRACTICES

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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