



Equinox Corporation®



Applying Technology to Solve Business Problems™

Presents

Equinox Integrated Business





Equinox Integrated Business

for Small – Medium Sized Businesses (SMB's)

- Equinox introduces EIB
- Agenda
 - What challenges are we addressing?
 - What is EIB?
 - Who is Equinox Corporation?





SMB challenges

Large companies have a competitive edge over the SMB

Their **deep pockets** enable:

1. Professional Information Technology management
 - a) Infrastructure such as Employee on-boarding, Training, Support, Networks, Servers, Workstations, Phone systems, Licensing discounts...
 - b) Data integrity such as Software upgrades, Backups, Virus protection, Software patches, Security updates...
 - c) Process tools such as E-Mail, shared Calendaring, CRM and HRM
2. A misstep for them does not become a financial crisis that may affect ability to make payroll



SMB challenges

Business is cyclical:

- SMB's must be able to both expand and contract their overhead quickly and inexpensively
- Long term financial commitments introduce **RISK**
- Accurate cash flow forecasting is a survival exercise
- Information Technology, while mission critical, is confusing, complex and expensive



SMB challenges

Time managing your computers is time **NOT** managing your business

IT Total Cost of Ownership includes direct and indirect costs

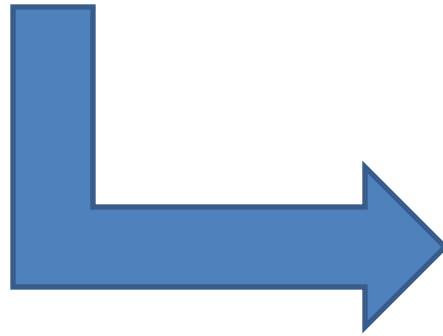
- Gartner Group estimates that as much as 18% of an employees week is dedicated to the care and feeding of their computers
- Try this: Take your total annual payroll including benefits and calculate 18%. Add to that the direct costs of servers, software, network equipment, phone equipment, phone company charges and outside support (ignore workstations for now).
- This is a more accurate picture of your annual TCO

If in your organization, 18% is too high – try it with your own number...

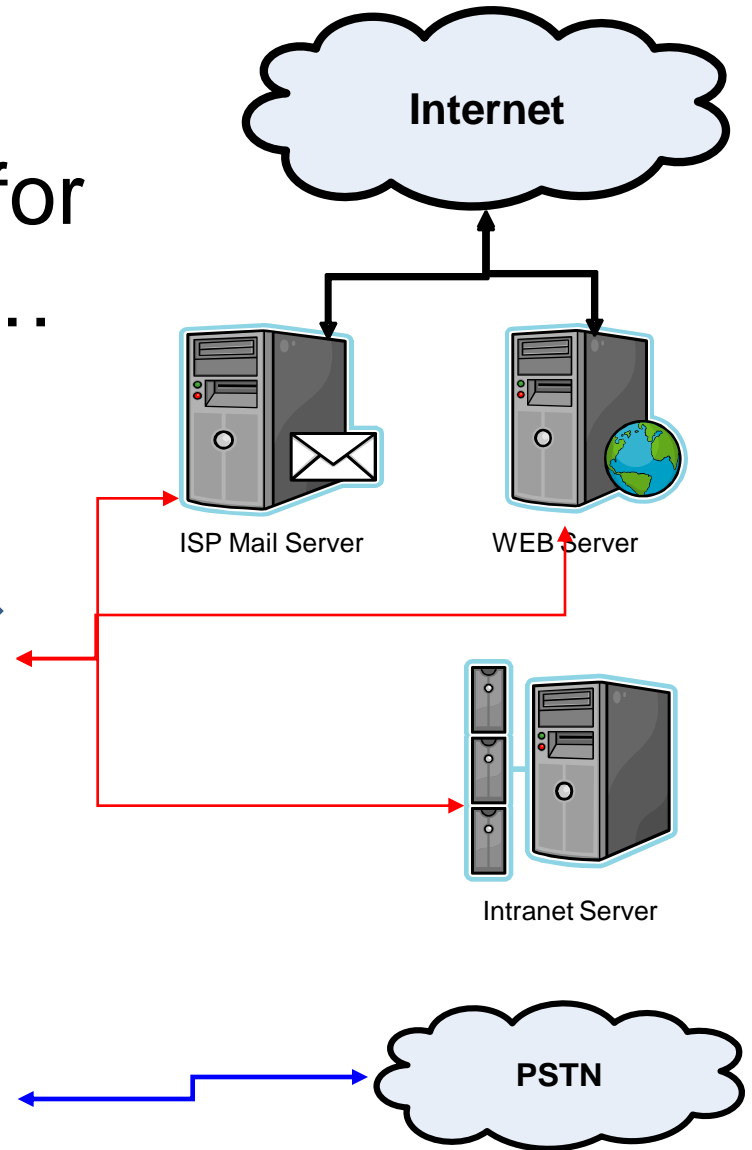
- The next slide illustrates what you pay to purchase and support...

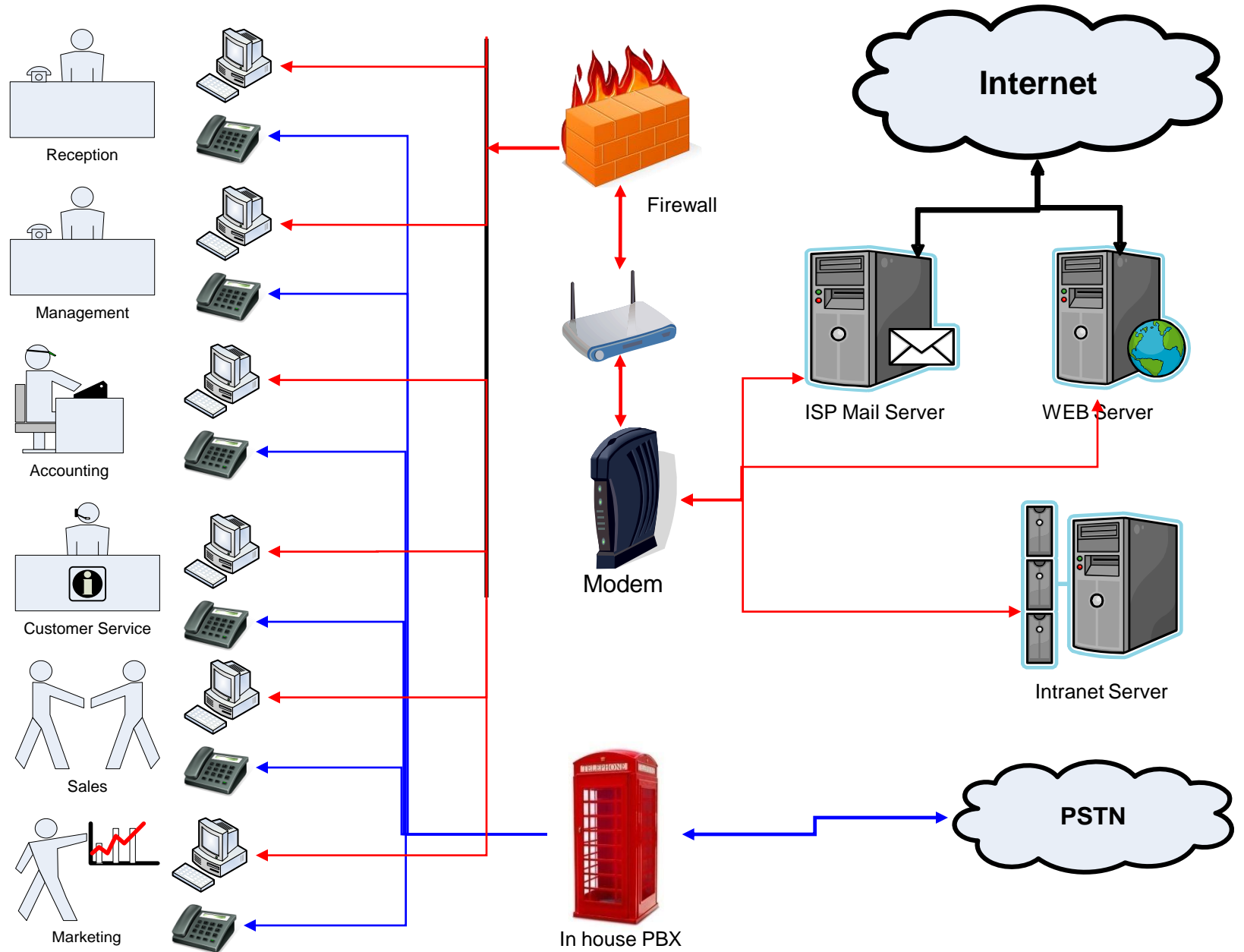


You contract for these pieces...



And then you design, purchase and support these...







EIB addresses these challenges

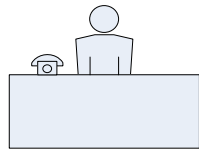
- No long term commitments
- Simplify your business – make business decisions, not technology decisions
- Easily forecast, expand or contract your costs as business dictates
- Concentrate on your core business
- Secure your business – Disaster Recovery
- Acquire Best of Breed applications such as Phone/Data integration, CRM, HRM, and productivity tools (MS Exchange, MS SharePoint, etc.)

Simplify

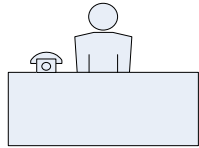
Control
Cost

Reduce Risk

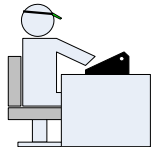
Compete
Effectively



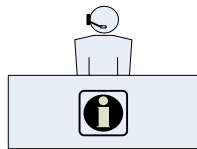
Reception



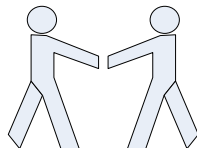
Management



Accounting



Customer Service

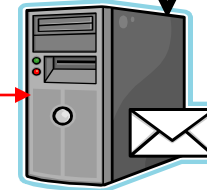
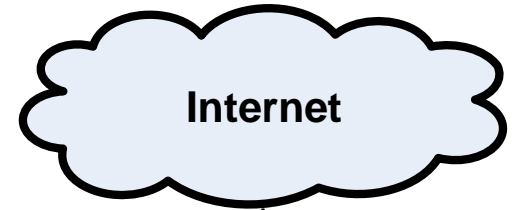


Sales



Marketing

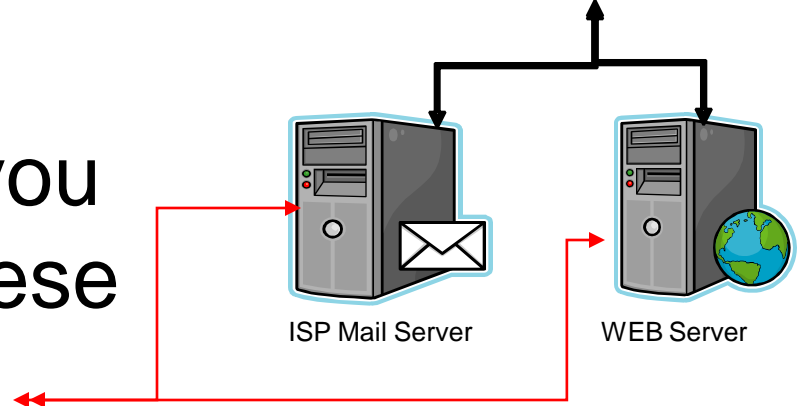
With EIB, you contract these pieces...



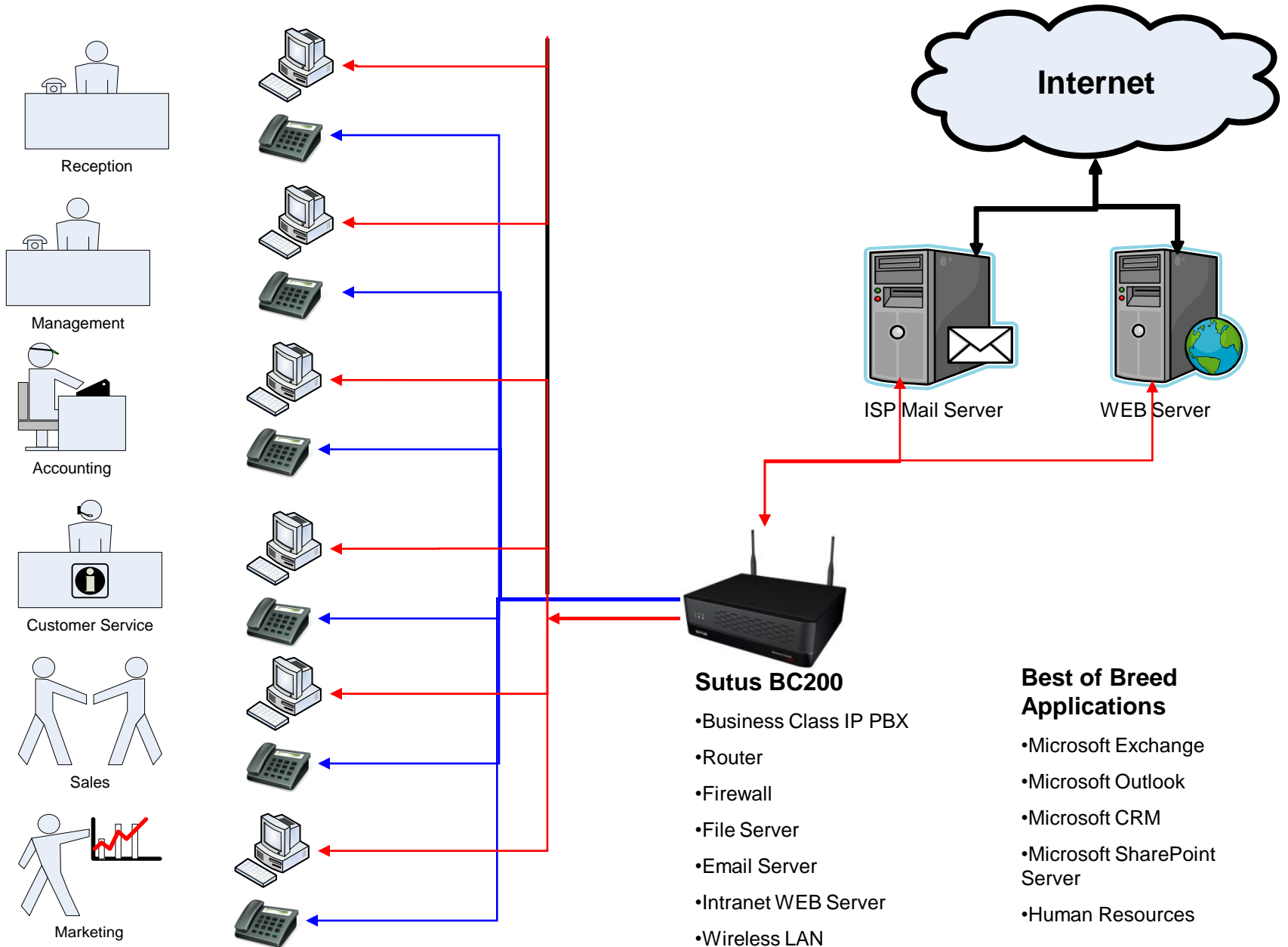
ISP Mail Server



WEB Server



And we design, deliver and support these...



Reception

Management

Accounting

Customer Service

Sales

Marketing

Internet

ISP Mail Server

WEB Server

Sutus BC200

- Business Class IP PBX
- Router
- Firewall
- File Server
- Email Server
- Intranet WEB Server
- Wireless LAN

Best of Breed Applications

- Microsoft Exchange
- Microsoft Outlook
- Microsoft CRM
- Microsoft SharePoint Server
- Human Resources



What is EIB?

- Single source, Integrated, Best-of-breed, Pay-as-you-go, Professionally managed Information Technology designed for the SMB
- Complete outsourced IT department providing services traditionally assigned to a CIO, CTO and Help Desk



What is EIB?

Select and pay for what you need as you need it including:

- Award winning full featured VoIP telecom system
 - Sutus BC200 Office In a Box
 - Hosted IP PBX
 - IP Trunking
- Disaster Recovery
- Workstation and Network support
- Intranet
- High availability, secure E-Mail, shared calendaring
- Customer Relationship Management (CRM)
- Human Resources Management (Time and Attendance)





What is EIB? Full featured VoIP

Remotely Managed by Equinox Corp.

Award winning full featured VoIP telecom system

- Polycom® phones
- Voicemail
- E-Mail Server (Supports MS Outlook)
- Supports Blackberry Internet Services
- E-Mail for remote help
- Wireless Visitor Network
- Intranet Server
- File Server
- Network Server with VPN and Wireless access point (both PPTP and IPSEC VPN)
- Auto Attendant with Voicemail to E-Mail
- Hunt Groups
- Company Directory
- Call Forwarding to Cell phones or other phones
- Integrated Router and Firewall
- Custom Call Routing
- Hold, Transfer, Speed Dial, Conferencing
- Caller ID
- External Audio on Hold
- Soft and Remote Phones
- Simultaneous POTS and VoIP support
- Direct Lines
- Call Detail Records
- Automatic Updates
- Automatic Backup
- Static IP for Printers and other devices
- RAID hard drive technology
- Much More...



Simplify

Control
Cost

Reduce
Risk

Compete
Effectively



What is EIB? Disaster Recovery

For the Small and Medium Size Business (SMB) disaster recovery is critical to their operational efficiency and business continuity. Unfortunately, most SMB's have very limited capabilities and/or resources.

Ask yourself – “If my server goes down hard and stays down (lightning strike, fire, flood, dropped my laptop, etc.), what will it mean to my business?”

Here are some things to consider:

- The average failure rate of disk and tape drives is **100%**
- Only 34% of companies test their tape backups and of those who do, 77% have found failures
- 60% of companies that lose their data will go out of business within 6 months
- Over ½ of critical corporate data resides on unprotected PC desktops and laptops





What is EIB? Disaster Recovery

Major Features:

- For the Enterprise
 - Continuous Backup at the Data Center
- For the on-site Desktop, Laptop and “Office In A Box”
 - Automated, unattended and scheduled backups
 - Ability to “wake” computer to perform backup
 - Visual Policy Editor
 - Version Control capabilities
 - Encrypted Data Transfer
 - Encrypted Data Storage
 - Block Level incremental Backup – speed and reliability
 - Reconnect and Resume after connection failures
 - Web based access to data 24/7
 - Wizard driven Restore of one, many or all files
 - Auto Diagnostics

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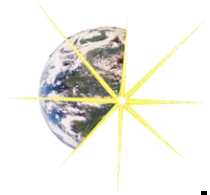
Compete
Effectively



What is EIB? On-site HW Support

- Workstation and Network Support
 - Reduce or eliminate computer problems
 - Maximize network speed, performance, and stability. Audits for:
 - Network Security
 - Virus Protection
 - Spam Filtering
 - Spyware prevention
 - Hardware Integrity
 - Performance Trends
 - Storage Utilization
 - UPS
 - Installation of critical patch updates
 - Remote Phone Support
 - Guaranteed Incident Response Time





What is EIB? Intranet

Intranet with Collaboration

Two levels

Level 1 No additional charge to use BC 200 File Server

Level 2 Uses MS SharePoint and provides 31 templates

- **Manage your Business:**
 - Board of Directors
 - Business Performance Reporting
 - Case Management for Government Agencies
 - Call Center Support
 - Change Request Management
 - Clinical Trial Initiation and Management
 - Competitive Analysis
 - Compliance Process Support Site
 - Disputed Invoice Management
 - Help Desk
 - Integrated Marketing Campaign Tracking
 - Inventory Tracking
 - Knowledge Base
 - Manufacturing Process Management
 - New Store Opening
 - Physical Asset Tracking and Management
 - Product and Marketing Requirements Planning
 - Project Tracking Workspace
 - Request for Proposal
 - Multiple Projects Bug Database
- **Manage your facility:**
 - Classroom Management
 - Event Planning
 - Document Library
 - Lending Library
 - Room and Equipment Reservations
- **Manage your employees:**
 - Absence Request and Vacation Schedule Management
 - Employee Activities Site
 - Employee Self-Service Benefits
 - Employee Training Scheduling
 - Expense Reimbursement and Approval
 - Job Requisition and Interview Management

Simplify

Control
Cost

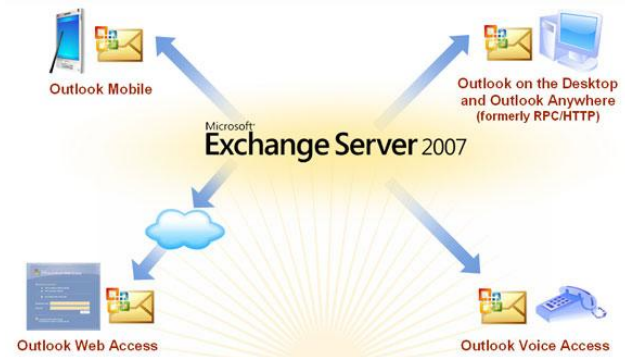
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What is EIB? Hosted Exchange

- MS Exchange high availability, secure E-Mail, shared Calendaring
 - Includes MS Outlook 2007 Client license **at no additional cost**
 - Anti-spam and Antivirus
 - Confidential Messaging
 - Compliance
 - Business Continuity
 - Anywhere Access
 - Calendaring
 - Mobile Messaging
 - Web-based Messaging
 - Unified Messaging
 - Outlook Voice Access
 - Public Folder Management
 - S/MIME Support
 - And More...



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What is EIB? MS CRM

Microsoft Customer Relationship Management (CRM)

- Sales, Marketing, and Customer Service processes
- MS Outlook based client integrates to Contacts, To-Do, E-mail, Tasks...

Marketing: A clearer view of customers and more informed marketing investments

- campaign planning and execution
- data extraction and cleansing
- analytics and reporting





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Sales: Access a complete view of customer data online or offline. Microsoft Dynamics CRM provides:

- lead and opportunity management
- account and contact management
- territory management
- forecasting and sales analytics
- offline and mobile device access
- quick access to products, pricing, and quotes





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Customer service: Provide more value to customers and empower your service organization. Microsoft Dynamics CRM provides functionality for:

- case and interaction management
- product and contract management
- knowledge-base management
- service scheduling
- workflow across teams and groups
- service reporting and analytics





What is EIB? Time & Attendance

Journyx SAS 70 Certified Timesheet and Expense Management for any company that bills for its services, performs project-oriented work, or tracks absences for a professional workforce

- Integration to MS Project, ADP, Paychex, QuickBooks, ACCPAC, American Health Care, Lawson, MAS 90, Peachtree 2000, Great Plains and more...

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Who is Equinox Corporation

We too are an SMB

- **Our Foundation**

- Equinox Corporation grew out of the successful Phoenix Technology Alliance – founded in 1992, and was incorporated as Equinox Corporation in 1996. Initially organized as a software design and development company, we have established product and consulting relationships with Fortune 500 companies, state governments, e-commerce companies and small to medium size businesses.

- **Our Norms**

- Client success is our norm. Equinox works with our clients to implement business solutions to improve their operations. Success is measured when the entire solution is in operation and producing a true ROI.



Who is Equinox Corporation

- **Our Experience since 1992**

- Equinox Corporation is comprised of a team of highly motivated, experienced, skilled and solution-oriented associates. This team has a wealth of business and technical experience and, most importantly, successful solution implementations in varied businesses and disciplines. This experience includes VoIP, CRM, Sales Force Automation, Financial and Accounting Systems, ERP, EDI, Business Development, Return on Investment (ROI) Practices, Program and Project Management,
- The major industries and businesses represented by our clients include Fortune 500 and Entrepreneurial Organizations in Manufacturing, Communications, Banking, Transportation and Distribution, Automotive, Software and Service Providers.





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Simplifying Your Business

How much time and money do you spend per day on activities not directly related to your core business?

