



**whaleback**  
SYSTEMS™

**CrystalBlue  
Voice Service**  
Quality You Can Hear!

In a sea of business phone systems,

# ONE

revolutionary solution has emerged

Whaleback Systems pulls the plug on  
traditional phone service and puts advanced  
technology to work for your business.

Visit [www.WhalebackSystems.com](http://www.WhalebackSystems.com) and take a  
minute to fill out the savings calculator so you  
can find out how much money you will save by  
selecting CrystalBlue.



# A Better Way for Businesses to Communicate



## A Fully Managed Turnkey Voice Service

Combines the Best of Hosted IP / IP Centrex and PBX Capabilities

Advanced Broadband Technology

An All-Inclusive Service Combining an Office Telephone System and Carrier Calling Plan

Fixed Pricing for Unlimited Domestic Calling



Whaleback Systems™ is a pioneering managed telephony service provider offering the first business phone solution that helps Small and Medium Businesses (SMBs) **reduce capital and operating costs** while taking advantage of **full-featured telephony solutions**.

The **award-winning** CrystalBlue Voice Service™ includes a **separate, voice only broadband connection** in the monthly service plan, and the entire voice service is **monitored and maintained** around the clock for you. Whaleback's **all-inclusive, unlimited domestic calling** package makes the most advanced technology immediately affordable for companies that need between 5 and 1,500 phone stations.

The Whaleback CrystalBlue Voice Service is 100 percent **premises-based** and **software-driven**. Our **managed service** frees you from the expense, hassle and feature limitations of Hosted IP / IP Centrex services or from installing and managing your own IP PBX system. For the first time, you can take advantage of voice features designed **specifically for your needs** without the expense or headaches involved with traditional office phone solutions.



The CrystalBlue Voice Service offers all the traditional business voice services, such as **voice mail, speed dialing, Direct Inward Dialing (DID), auto-attendant, call forwarding, OrcaDial™ click-to-dial functionality, music-on-hold** and **conferencing**, but it also offers calling features ideal for SMBs.

The SMB 1500 is an **IP PBX**, but it also features unique **Key System Unit** emulation functionality such as **shared and bridged line appearances**, **intercom with hands-free response** and **group paging**.

Businesses can take advantage of rich VoIP phone services, such as **unified messaging**. Voice messages can be emailed to the desktops of users—or to their smartphones or PDAs, and OrcaFax™ is a secure, high-performance system enabling **simultaneous inbound and outbound faxing**. It provides unlimited local and long-distance faxing and allows users to print, store and forward faxes as email attachments. The CrystalBlue Voice Service **unifies email, voice mail and fax mail into a common inbox**.

Road Warrior™ remote worker features allow you to **seamlessly extend your office** communications to employees that are on the road or working from home. It allows you to **connect multiple offices, mobile employees and telecommuters** as if they were all located under a single roof. Road Warrior allows you to provide users with a second **Executive IP Handset** that mirrors the behavior of their desktop phones and can be plugged into any broadband connection. And you can provide mobile workers with a PC-based **Executive IP Softphone** so they can access all the features of the CrystalBlue Voice Service from wired or wireless LAN connections.

Each SMB 1500 continuously feeds management information back to the network operations center for **management and monitoring**. Whaleback network engineers monitor the status of each customer, and sophisticated **alarms and events** are used to **proactively troubleshoot** network operations to identify any potential issues before they impact telephony services. Whaleback also **centrally upgrades** SMB 1500s over the Internet without any need for customer intervention. There's **no equipment to purchase** and system software updates **are free**, so you never have to worry about obsolescence. Periodic **downloads are distributed online** so that you can take advantage of new services and features without the need to assign personnel to upgrade the system.

Whaleback has integrated the functionality of a **Session Border Controller** into the SMB 1500 IP PBX to ensure security. We have also integrated an advanced Session Initiation Protocol (SIP) **firewall** capability to enable calls to-and-from a protected network.

Whaleback offers best-in-class **disaster recovery** capabilities. If your broadband connection fails, calls can be automatically rerouted to alternate phone numbers. The SMB 1500 supports **linear scalability**, so you can cost-effectively support more users and expand your IP telephony service infrastructure to support business growth. You don't want to become your own phone company, and the CrystalBlue Voice Service allows you to **focus on running your businesses**—and not on running your phone system.

“Being on-the-go is part of our business, so we needed a phone system that would help our clients quickly connect with an agent regardless of his-or-her physical location at any given moment. We considered several options, and only Whaleback Systems fulfilled all of our needs,”

— Fred Attalla, Co-Founder and Manager of Points Nor'East Properties.

“Whaleback has a voice solution that clearly meets the needs of the SMB market. The CrystalBlue Voice Service delivers strong voice functionality to our customers and it reduces costs for us and for our customers. As a managed service, CrystalBlue helps us eliminate the need to roll trucks to support our customers, and it allows our customers to take advantage of the economics and features of broadband voice.”

— Stephen Mannarino, President of Whaleback Channel Partner AmeriCom Voice and Data.

“The Whaleback Systems architecture and business model provide a view into the complexity involved in offering a comprehensive solution in the SMB market... The Whaleback Systems solution addresses all of the technical requirements needed to provide a full office voice solution without demanding that the customer negotiate separately with local or long distance carriers, and sets a low price point for that solution”

— Stratecast Partners, a Division of Frost & Sullivan

# More Features, Reduced CAPEX and OPEX

You can avoid the cost and hassle of buying, deploying and managing PBX platforms and avoid the expense and limitations of Hosted IP / IP Centrex services. The CrystalBlue Voice Service is unique—and so is our pricing. Our turnkey solution provides everything your business needs to leverage advanced broadband technology without incurring any equipment expenditures. And our pricing eliminates hidden charges and fluctuating monthly costs.

## The activation fee includes:

- An infrastructure assessment
- Design of a customized system
- System configuration and testing
- Professional installation, activation and training

## Highlights of our flat-rate, all-inclusive monthly service package include:

### Calling Plan Capabilities

- Unlimited local, toll and domestic long-distance calls
- Multisite abbreviated dial plans
- Caller ID name and number delivery (where available)
- Caller ID blocking
- DID for every user
- DID intercept for unassigned numbers
- Virtual numbers in remote locations
- 411 directory assistance routing to local information providers
- Emergency 911 for each primary location
- Local number portability

### User Productivity Tools

- Shared and bridged line appearances
- Intercom with hands-free response
- Page all extensions
- Page zones
- Speed dialing
- Call forwarding
- Conference calling
- Call screening
- Call diversion
- Music on hold

### End-to-End Voice Service Monitoring and Management

- 24 x 7 call-quality monitoring
- A separate, voice-only broadband connection
- Redundant DID routing and failover
- Disaster recovery capabilities
- Call Detail Reporting (CDR) for tracking usage

### Messaging Productivity Tools

- Unified voice mail/email/fax mail messaging
- Voice mail boxes for every user
- Multi-level auto attendant and voice mailbox menus
- Multiple operators
- OrcaFax send-and-receive fax service

### Next-Generation IP Telephony

- First-class sound quality
- Multi-line Executive IP Handsets
- PC-based Executive IP Softphones
- Road Warrior remote worker functionality
- OrcaDial click-to-call functionality across multiple desktop applications
- Linear expandability for users, trunks and applications

**Contact Whaleback today to determine how much money your company will save by selecting the CrystalBlue Voice Service.**



The CrystalBlue Voice Service is the first-and-only end-to-end fully managed IP business phone solution that helps you reduce CAPEX and OPEX costs while delivering advanced telephony features and benefits.

- Save money with unlimited domestic calls
- Benefit from end-to-end, 24x7 voice service monitoring and management
- Gain mobility with Road Warrior functionality for desktop mirroring
- Take advantage of dedicated, voice-only cable or DSL connections
- Benefit from the integration of IP PBX and Key Systems Unit functionality
- Rely on advanced telephony capabilities that increase workforce productivity
- Focus on managing your business—and trust Whaleback to manage your phone service



[www.WhalebackSystems.com](http://www.WhalebackSystems.com)

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