

## The Small Business Market is Not Small!

The 'small business market' is not a small market. It accounts for more than 40% of business establishments in the United States, alone. It's time IP telephony services began to cater to the needs of this market. And who, exactly fits into this category? Typically, small businesses share these attributes:

- No IT staff on-site
- Use network-based e-mail, website, CRM, etc.
- 75% have their LANs serviced by VARs
- 85% prefer to bundle their IT and Voice services

### The natural solution for a small business is a hosted key system.

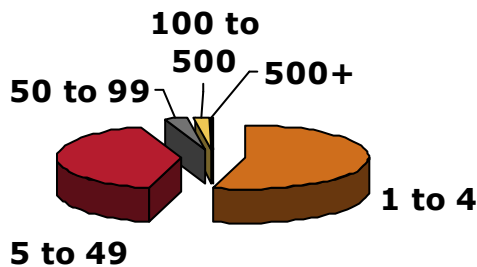
With a hosted key system, the benefits to the Small Business include:

- Similarity with its existing key system
- No up-front capital costs
- Control
- No MAC expenses (Moves, Adds, Changes)
- An IP Telephony solution that saves money

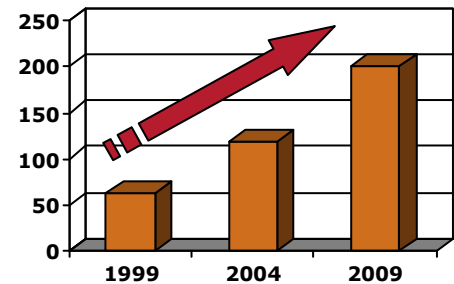
For the Service Provider, benefits include:

- A long-term client relationship
- Opportunity to bundle the solution
- New stream of recurring revenues
- Their brand back on every desk/counter/table

### Market Size (# bus.)



### Spending Power



- There are **7.2M business** establishments in the U.S.
- **41%** of these establishments have between 5 and 49 employees

- **Spent \$118B** on voice and data communications in 2004
- This is nearly double the \$63B spent in 1999

**Natural Convergence is focused on enhancing Service Providers success in the small business market. Contact us today to find out how.**