

Do you have the recipe for success in the small business market? We do.

For service providers looking to generate new revenues, the small business market represents a significant opportunity. More than 40% of all business in the United States are small businesses sized between 5-49 employees. That's almost 3 million customers. Yet when it comes to phone services, this market is surprisingly underserved. Small businesses typically turn to CPE-based key systems in the absence of a simple solution designed with their needs in mind. With complicated features to administer and the need for costly outside help for basic maintenance and upgrades, the full potential of the key system is hard to realize for a small business. The end result is a large frustrated market without an appropriate tool.

Natural Convergence's *silhouette* solution is changing that. Designed to meet the specific needs of small business, *silhouette* provides a real alternative to CPE-based solutions and gives service providers the tools they need to be successful in the small business market. With a 100% focus on small business, *silhouette* was built around a real understanding of the market -- from their business needs and challenges, to why they buy, to what they are looking for in a telecommunications partner. We've created the recipe that will enable service providers to not only reach the small business market, but win them as customers.

THE PROGRAMS TO REACH SMALL BUSINESS

There is more to be being successful in the small business market than having a great product. Knowing how to approach the market, and serve and support it, are equally vital. We've developed comprehensive channel and go-to-market programs to deliver the *silhouette* solution to the small business market. We've packaged the programs together for easy, repeatable deployment. It's an end-to-end solution, from rapidly deployable technical and market trials, to training for your sales and support teams to qualify, acquire, manage and retain satisfied small business customers.

THE SOLUTION TO WIN SMALL BUSINESS

Small business is not looking for a product. So if you're selling a fancy phone system with a feature list a mile long, they're not interested. What they are looking for is a business solution that improves their cash flow, increases employee productivity and reduces the complexity of running their business. If you can provide a solution that fully meets these criteria, you've won yourself a customer. This is where *silhouette* comes in. A hosted VoIP solution, *silhouette* was designed specifically to meet the unique needs of small business.

Improve Cash Flow – With a hosted solution, there is no expensive hardware to purchase and install, which means no large upfront capital expenditures, maintenance costs or hardware upgrades. It grows with the small business, with no capital tied up in under-utilized hardware. A web portal for system administration means no need to call for help for simple system administration. The impact on cash flow is immediate and appealing.

Company Productivity - Setting up a new company-wide phone system has never been this easy. Once the service is activated by the service provider, small business owners can add users with a few clicks of a mouse. That means instantly productive employees. Add a pre-programmed Auto Attendant and they can be routing incoming calls on day one. No IT expertise required.

Employee Productivity –To small business owners competing in an aggressive marketplace, time is money. So they need their employees to be as productive as possible. Features like One Touch Speed Dial, Forward to Number and Call Coverage make this phone system a real business tool.

Reduced Complexity – An intuitive, simple-to-use web portal is the interface to the *silhouette* solution. With it, the small business phone administrator and employees can customize their phone features quickly and easily from anywhere with internet access. Familiar drop-down menus, descriptive information on each feature and online help are built right in. Implementing *silhouette* also means working with just one vendor instead of several, and one network instead of two. Less complexity means more time for small business owners to focus on their core business.

Natural Convergence is focused on making service providers successful in the small business market. Contact us today to find out how our winning ingredients are the recipe for service provider success.