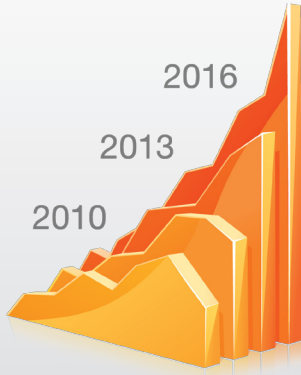




Bria Clients for SMBs and Enterprises

Unified Communications Solution Brief

CounterPath's Cloud Communications Services Re-Imagined



UC Market is Exploding

Unified Communications (UC) and Bring Your Own Device (BYOD) has been significantly trending positive. It's predicted that the total annual spending on enterprise unified communications (UC) infrastructure components is forecast to grow.

- Fully 78% of enterprise IT professionals have either partially or fully deployed UC solutions, and most of the rest will or would soon be in the planning phase.*
- The global Enterprise Mobility (EM) market is expected to grow by 15 percent every year and will reach \$140 billion by 2020. **

*Enterprise Place 2013 Unified Communications Bets, Webtorials, 2013 - ** Release Study on Enterprise Mobility, Nasscom-Deloitte, 2013



CounterPath at a Glance

CounterPath UC solutions change the way people communicate.

Our award-winning Bria desktop and mobile softphone clients and provisioning solutions enable enterprises and SMBs around the globe to offer seamless unified communications across both fixed and mobile networks.



CounterPath Solutions for SMBs and Enterprises

Whether you are looking for an out of the box product or a fully customized solution, CounterPath has the expertise and know-how to get your business on the path to a better communications experience.

Carrier and enterprise-grade desktop softphones

- Completely customizable to meet the needs of any SMB or enterprise
- White-label capabilities for branded implementation
- Platform agnostic with interoperability across all major devices and operating systems

Mobile softphone clients for smartphones and tablets

- Ensures maximum connectivity across mobile devices
- Effective BYOD solution that improves workplace efficiency, reduces workload of IT department and ensures cost savings

Provisioning and client management solutions

- Enables IT departments to automatically configure, update and upgrade client softphone software from one simple interface
- Can be deployed as a premise-based or cloud-hosted solution

Benefits

- Increase employee mobility and flexibility while enhancing communications among offices, business partners and customers
- Offer employees and customers a more collaborative and efficient way to communicate
- Offer Bring Your Own Device (BYOD) strategies combined with VoIP mobility
- Allow IT managers to easily access, provision and manage softphones from one convenient interface
- Lower telecommunication costs by integrating softphones over hardphones and offering seamless access to enterprise features across both desktop and mobile devices

CounterPath's Cloud Communications Services Re-Imagined

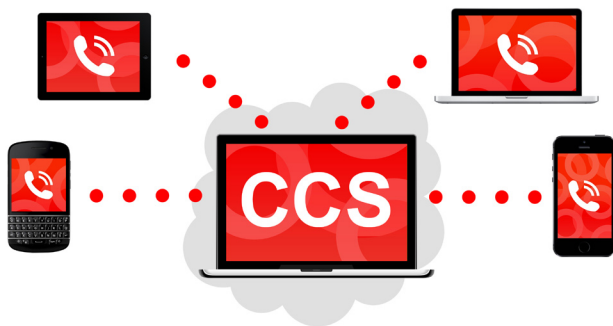
Access Business VoIP Features from Anywhere

Platforms & Devices

CounterPath works across Windows & Mac desktop platforms, as well as tablets (iPad, Android), and mobile devices (iPhone, Android, BlackBerry).

How it works

Bria clients connect to your IP-PBX via a standard SIP registration and seamlessly becomes a mobile endpoint off of the IP-PBX. Calls can originate or be received directly from Bria, similar to a hard IP desktop phone. CounterPath Bria solutions provide channel partners access to feature rich all inclusive premium versions of Bria for distribution to their customers – with the ability to centrally manage clients and features by using CounterPath's Client Configuration Server (CCS)

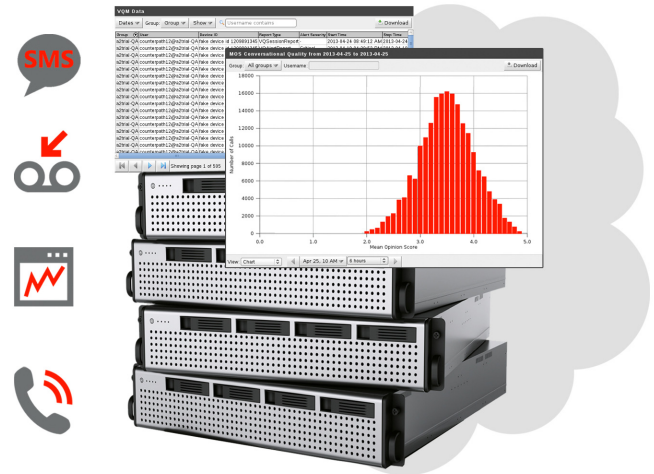


Bria UC Clients -The Right Choice and the Leader for Mobility

Integrating mobile phones into an organization's existing VoIP network gives mobile staff members access to company VoIP features that can include:

- Mobile voice and video calling
- Message Waiting Indicator (MWI)
- TXT and XMPP
- Busy Lamp Field (BLF)
- Messaging
- Caller ID
- Presence
- And more!

Plus, with options to brand custom UC clients for your organization you can ensure that your mobile workforce has the ability to always access your network with hardcoded settings for NAT traversal and convenient login options from the easy to use web portal.



Robust Centralized Management System

Client Configuration Server (CCS)

CounterPath's Client Configuration Server (CCS) is a carrier-grade platform that enables SMBs and enterprises to distribute, provision, manage and deploy a UC solution with ease and efficiency, with limited investment in hardware, space, power or bandwidth.

Simplify Unified Communication Administration

UC client deployment and management can be a difficult, time-consuming process for IT and operations staff. Current coping mechanisms range from immense screenshot loaded documents, to parading IT staff around the office to manually install and configure endpoints on individual users' devices, to building your own internal provisioning server.

CounterPath's CCS is a streamlined alternative which allows IT and operations staff to remotely manage all softphone endpoints within an organization. End users simply install their softphone, login and then forget their phones are managed – IT staff can push updates and upgrades easily and efficiently with zero impact or down time to the end users. The CCS is available in three different deployments: Premise-Based, Hosted/Cloud-Based, Software as a Service (SaaS) Based, to meet your business' needs best.

CounterPath's Cloud Communications Services Re-Imagined



Interoperable with Your Current SIP Solution

Enabling desktop and mobile communications from the cloud or from any standards based IP-PBX such as:

- Adtran
- Alcatel-Lucent
- Asterisk
- Atcom
- Avaya
- Brekeke
- BroadSoft
- Broadview
- Cisco
- Digium
- Epygi
- Ericsson
- FreePBX
- GENBAND
- Genesys
- Grandstream
- Horizon
- HP
- Huawei
- Ingate
- Metaswitch
- MyPBX
- NEC
- Panasonic
- Patton
- SwitchVox
- Telesis
- Toshiba
- TriBox
- Unify

Cost Effective - Low TOC

Bria Solutions have the lowest Total Cost of Ownership (TOC) of any UC client on the market and has more features and benefits:

- Full UC solution
- Voice and video
- FMC
- Text messaging
- Presence
- Wide codec support
- Security features (TLS, SRTP, IPSEC)

Ready to Serve - Buy Through the Channel

Purchasing CounterPath's Bria solutions through the channel will provide customers with unprecedented support and value.

What's included?

- Support – CounterPath provides extensive resources with dedicated online support
- Online 24/7 – access to information and tools
- Training Material – premium access to training material on various mobility solutions deployment strategies

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