VoIP Gateways

October 2016

Agenda
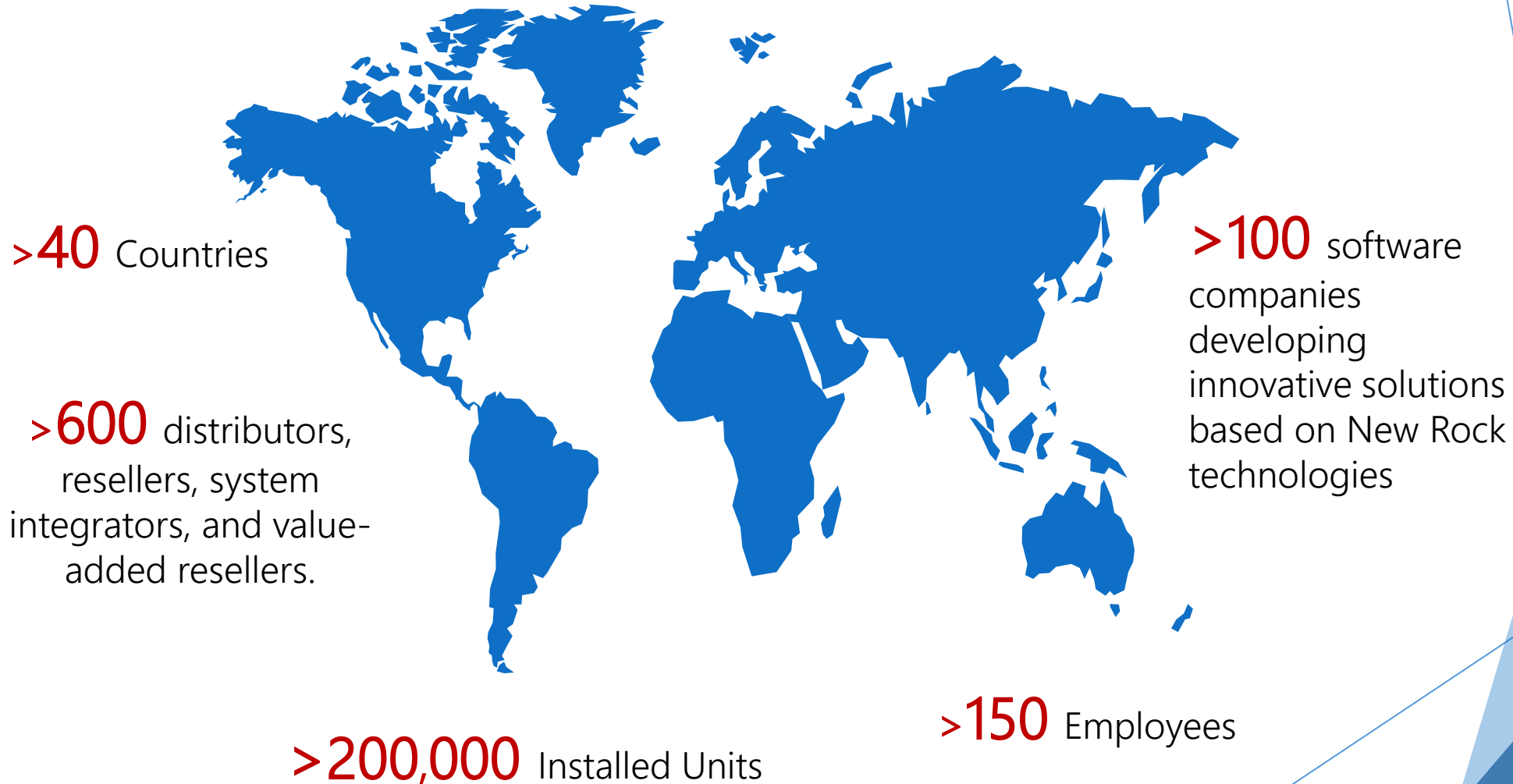
- About New Rock Technologies

- Why VoIP Gateways?

- Product Highlights

- Business Applications and Use Cases

- Portfolio of Gateways

  - MX Gateways

  - Other Gateways

- Pricing & SKUs

- The Competition

- Closing

About New Rock Technologies

◆ Founded in 2004, New Rock Technologies, Inc., a Delaware corporation, is a China-based innovation company, headquartered in Shanghai.

◆ Business: design, produce, and market an extensive feature-rich, telecom product line for the SME, including an all-in-one IP-PBX, hybrid IP-PBX, media gateways, session border controllers, and related application software.

◆ Offer solutions for service providers and the telecom channel: system integrators, resellers, independent software vendors, as well as OEM partners.

◆ New Rock, which is now self-funded, was originally funded by IDG Technology Venture Investment.

New Rock Global Operations

>**40** Countries

>**600** distributors, resellers, system integrators, and value-added resellers.

>**100** software companies developing innovative solutions based on New Rock technologies

>**150** Employees

>**200,000** Installed Units

World-Class Products

Application Software	Soft-console	Soft Phone	Contact Center	Call Accounting System Zibosoft	App. / API
NRP Series IP Phones	NRP1000/P	NRP1004/P	NRP1012/P	NRP1200/P	NRP1100
SX Series SBC	SX1000	SX3000			
ISG Series xPON	ISG3004	ISG3008			
WROC Wireless All-in-one	WROC2000	WROC3000			
MX Series VoIP Gateway	HX4 MX8	MX60	MX120	MX100E	
OM Series IPPBX	OM4	OM12	OM20	OM80	OM200 OM500

Why VoIP Gateways?

Why VoIP Gateways?

◆ Traditional networks and IP networks must co-exist and interoperate

◆ Evolutionary approach to VOIP – Reduced costs

◆ Investment protection of existing infrastructure

◆ Standardize interconnection points throughout the network to reduce administration and maintenance costs

◆ Configuration flexibility to meet customer's requirements, particularly multi-tenant installations and fail-over scenarios

◆ Enhanced security and reliability

◆ Reduced cost of migration

◆ Maximize ROI for the service provider and the end user

Product Highlights

Product Positioning

- The most-reliable, easiest-to-deploy VoIP gateway in its class
  - SIP Trunking
  - Fail-over
  - Multi-tenant support
- Connecting legacy TDM networks and equipment to a VoIP network.
- Fax over IP that just works with Smart FoIP!

Product Highlights

◆ Easy to operate and maintain

◆ Configuration flexibility

◆ Intelligent and rich in features

  ◆ FXO Feature: Dial tone or voice prompt for 2nd-stage dialing, busy-tone detection, caller-ID detection, polarity-reversal detection

  ◆ G.711/T.38 fax, POS terminal, and modem support

  ◆ Busy-tone detection and polarity reversal of FXO ports

  ◆ 3GPP IMS support

  ◆ 110~220VAC or -48V DC power input

◆ Extensive routing capabilities

  ◆ 500 routing-rule capacity

Product Highlights

- Security/ failover
  - PSTN failover on power failure or network interruption
  - IP filter and encryption for security
- Browser-based GUI for quick-and-easy provisioning
  - Option 66, TR069/TR104/TR106 for remote configuration and management
  - Radius call record
- Interoperability with major telecom players
  - Compatible with unified communication solutions, such as CallManager, OCS/Lync/Skype for Business, and Asterisk

Interoperability Partners

World-Class Customers

Easy Configuration with Browser-Based GUI Interface

Easy Configuration

Advanced Management Tools

- ◆ Selection of interfaces
    - ◆ Browser-based Interface: HTTP, HTTPS
    - ◆ Command-line Interface: Serial (RS-232), Telnet, SSH
- ◆ Built-in logging functions
    - ◆ Real-time debug
    - ◆ Syslog
- ◆ SNMP
- ◆ Automated configuration

Service Provider Auto Provisioning

◆ Auto provisioning allows firmware upgrades and configuration files to be stored and managed on an auto-configuration server (ACS), and

- ◆ The devices visit the ACS when powered on or periodically, and

- ◆ Download the latest firmware package or configuration files

◆ Features:

- ◆ Selectively configuring or upgrading some devices or all devices

- ◆ Selectively configure some or all parameters

- ◆ TFTP, FTP, or HTTP, or HTTPS mode

- ◆ Obtaining ACS URL via DHCP option 66 or redirection mechanism

  - ◆ Drive down support costs for ITSPs or any sizable deployment by supporting highly-efficient , remote-device management and maintenance.

  - ◆ Remove the potential risk of loss of data and data intrusion by providing configuration file backup and data encryption on transmission

  - ◆ Easy to implement

Service Provider Auto Provisioning
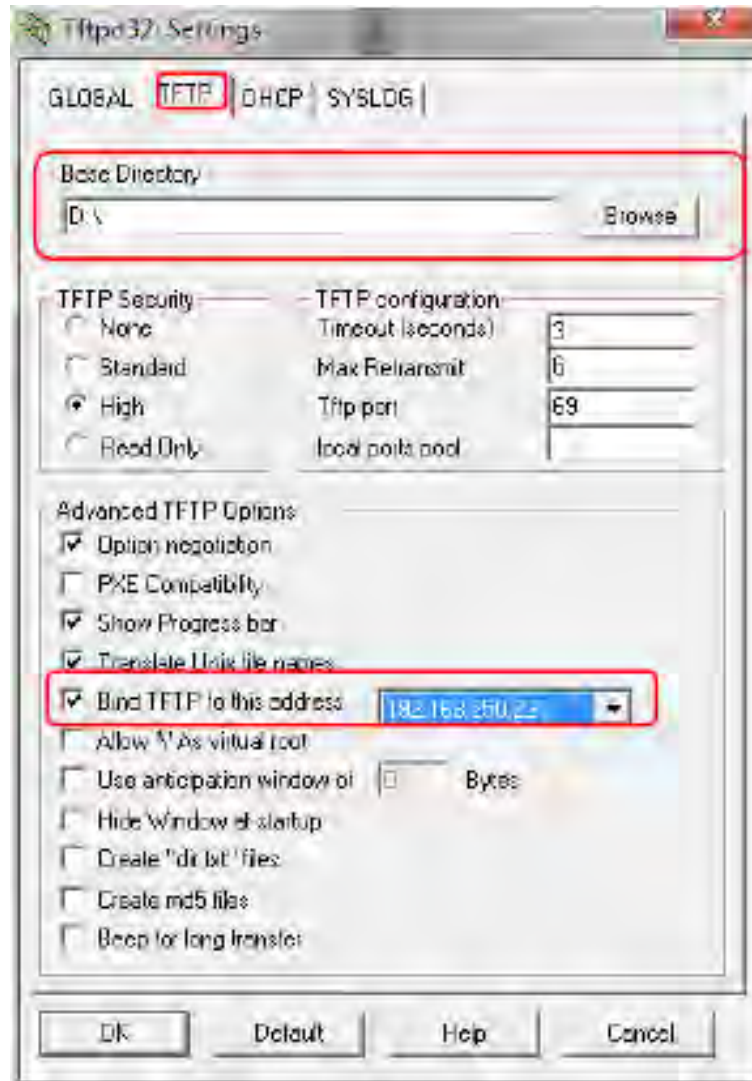
Smart FoIP®: Solving Two Big Problems

Smart FoIP, the patented technology, solves the two main causes of failed Fax over IP (FoIP) transmissions:

- Late T.38 re-Invites

- G.711 PCM-clock synchronization

Both Smart ATA and the MX8A offer enhanced, full-function voice and fax capabilities that provide near-PSTN success rates over IP.
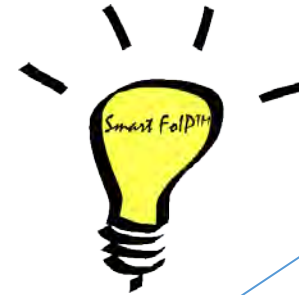
Smart FoIP® Benefits

Smart FoIP-enabled products eliminate the need for POTS lines for fax. and complete a comprehensive IP solution, reducing costs and improving productivity for service providers and end-users.

◆ Improved subscriber/customer satisfaction (5-10% improvement in FoIP success rates)

◆ Reduced support costs

◆ Reduced operations costs

◆ Patent license (US patent 9,094,419)

Business Applications and Use Cases

PSTN Failover

ITSP

SIP / VoIP
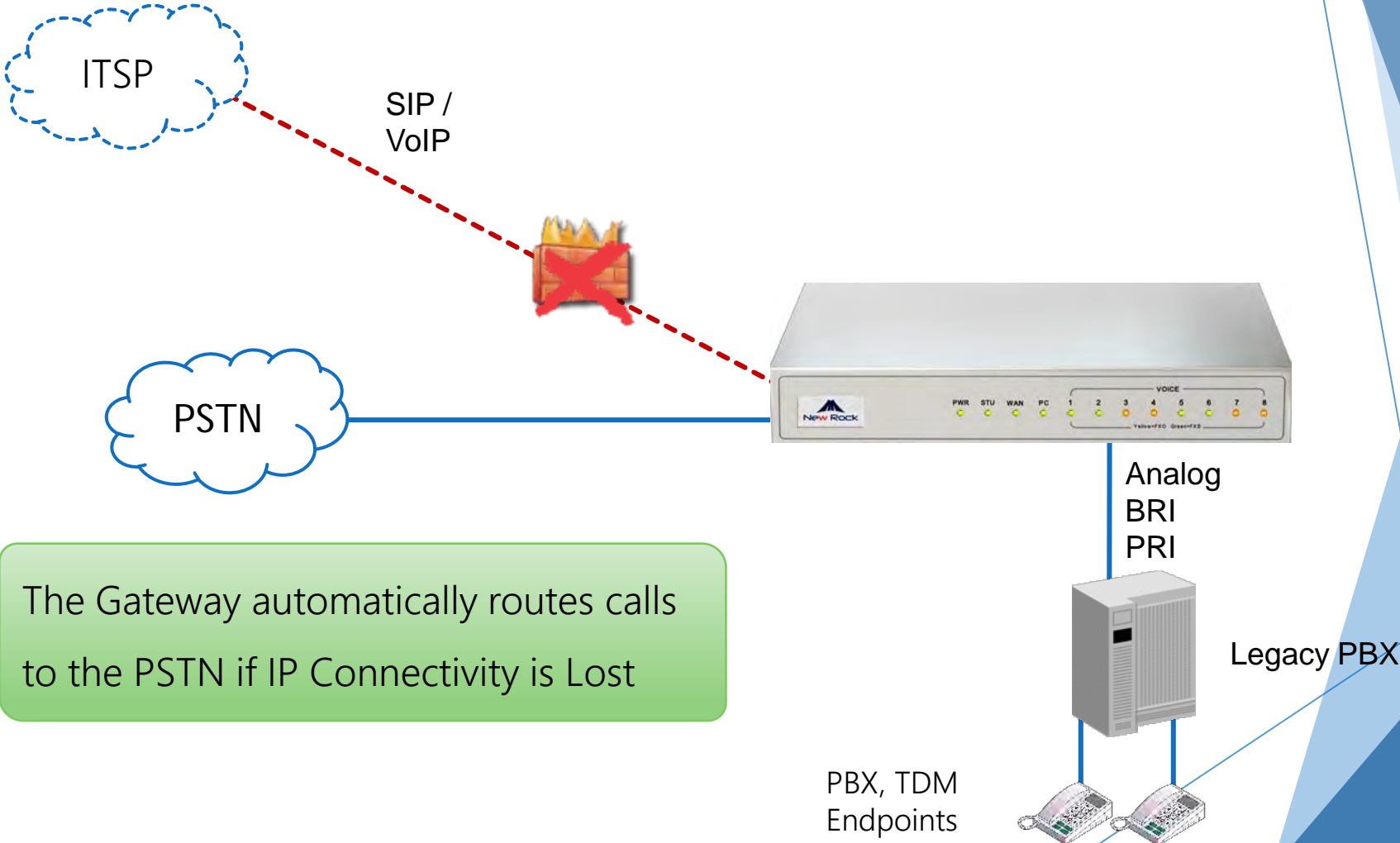
PSTN

The Gateway automatically routes calls to the PSTN if IP Connectivity is Lost

Analog
BRI
PRI

Legacy PBX

PBX, TDM Endpoints

Bypass or transition to SIP Trunking

◆ Configured for SIP trunking

◆ Move calls to SIP over time

◆ Completely transparent

◆ Resilience in case of:

◆ Power failure to gateway

◆ Link to ITSP Fails

PSTN

ITSP

T1/E1

SIP Trunk

T1/E1
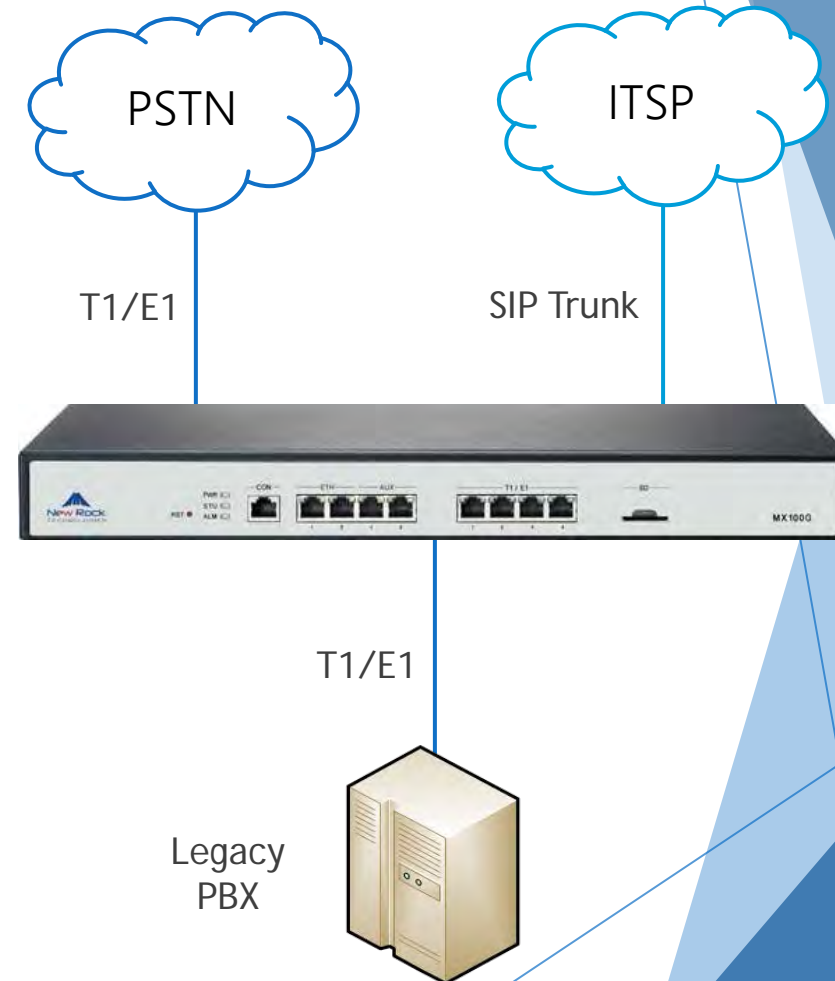
Legacy
PBX

SIP Dial Tone/Multi-Tenant Units
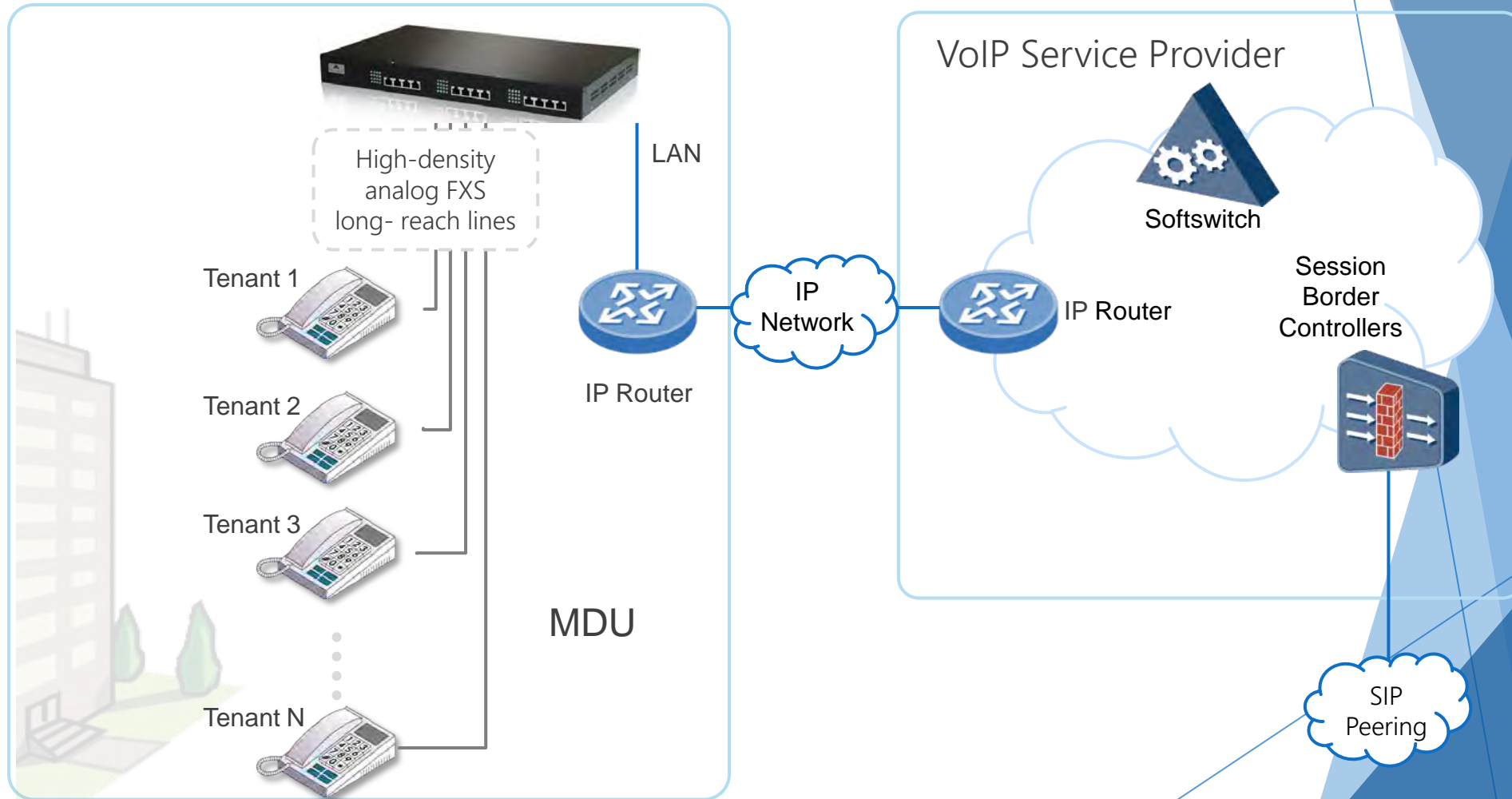
PSTN Access for VoIP Contact Center

IP Call Centers

PSTN

Analog
BRI
PRI

SIP/VoIP

SIP/VoIP

LAN

IP Phones + Agent Desktop
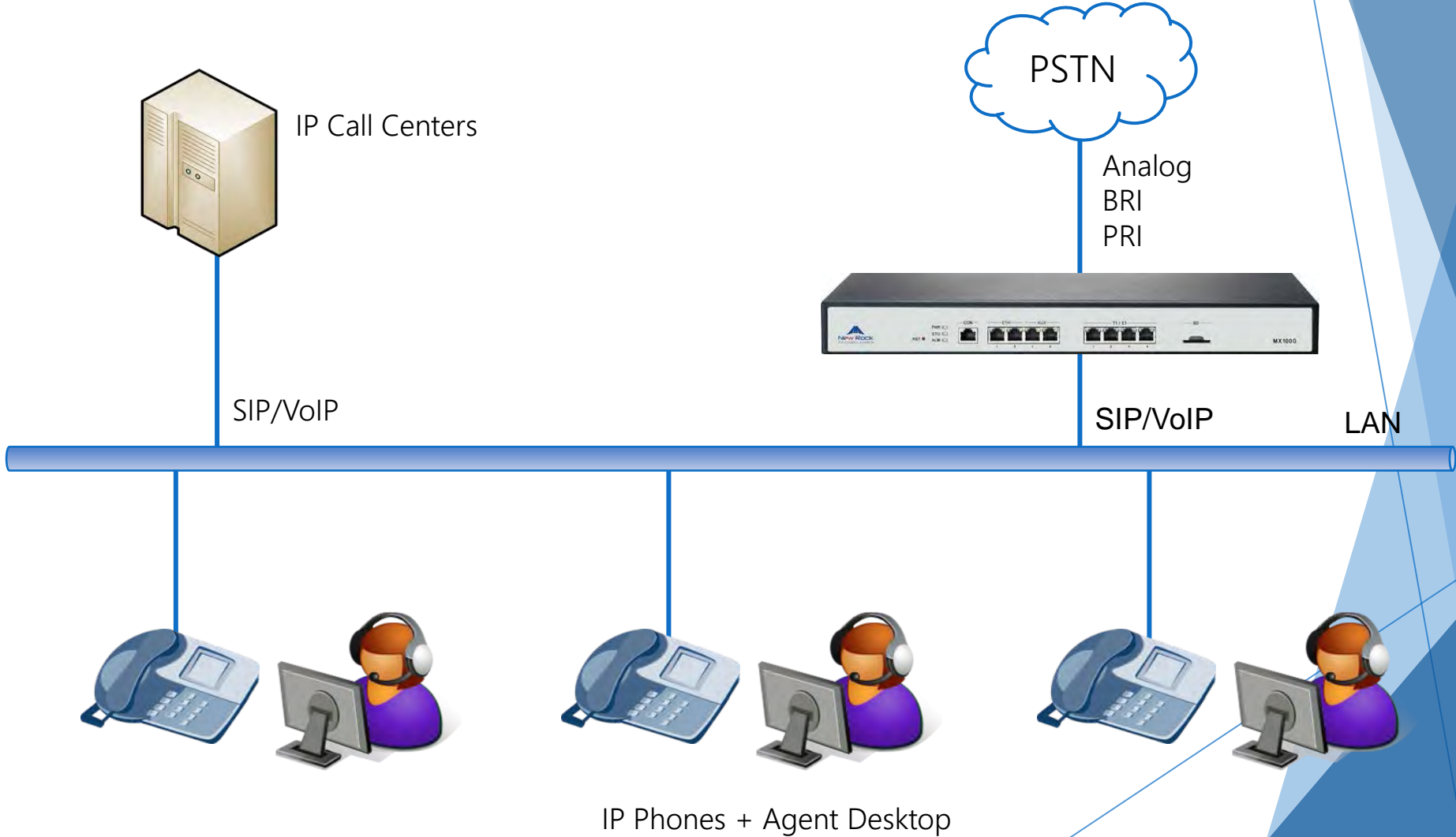
Remote Office Survivability – Normal
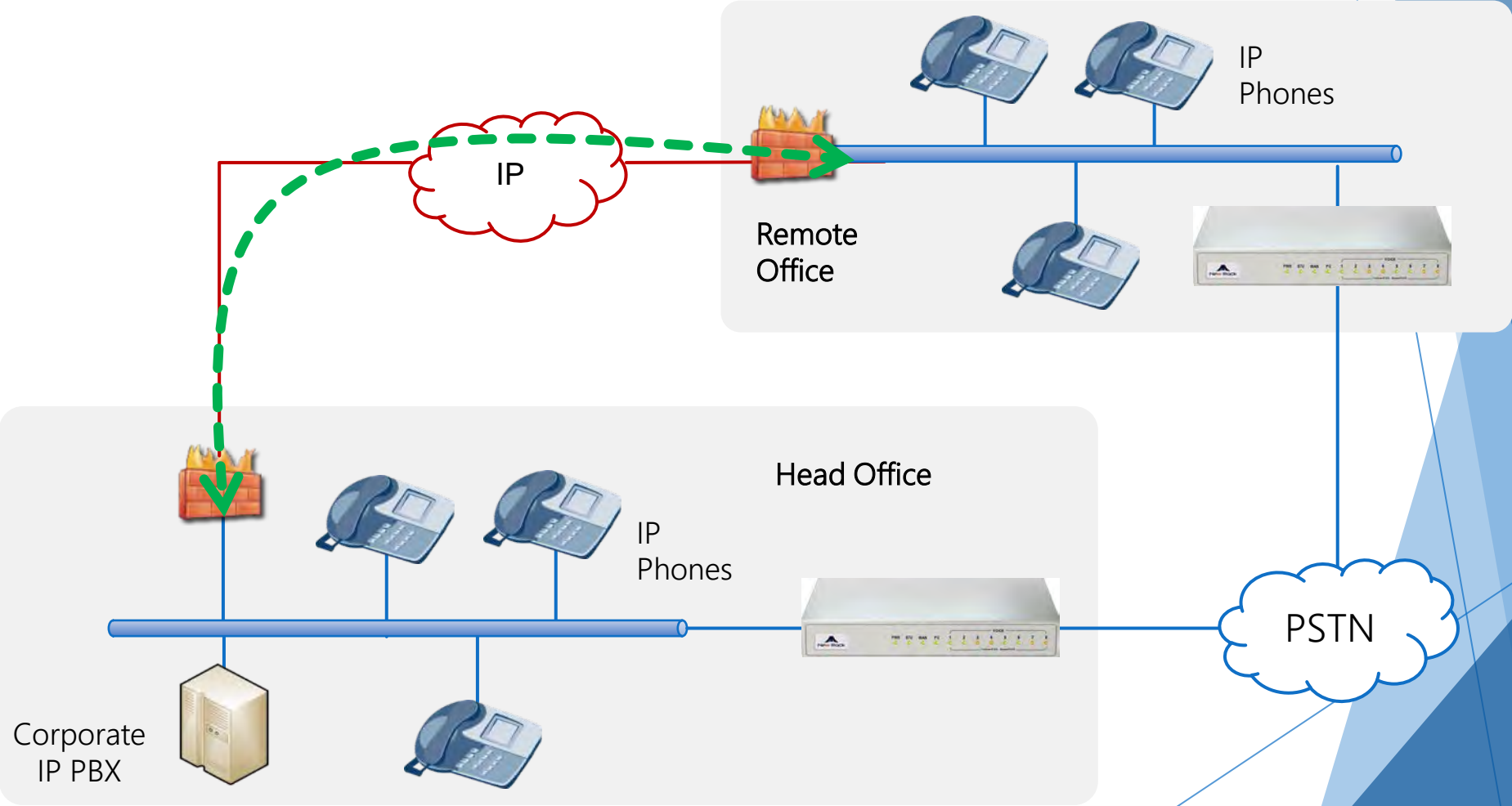
Remote Office Survivability – Failover
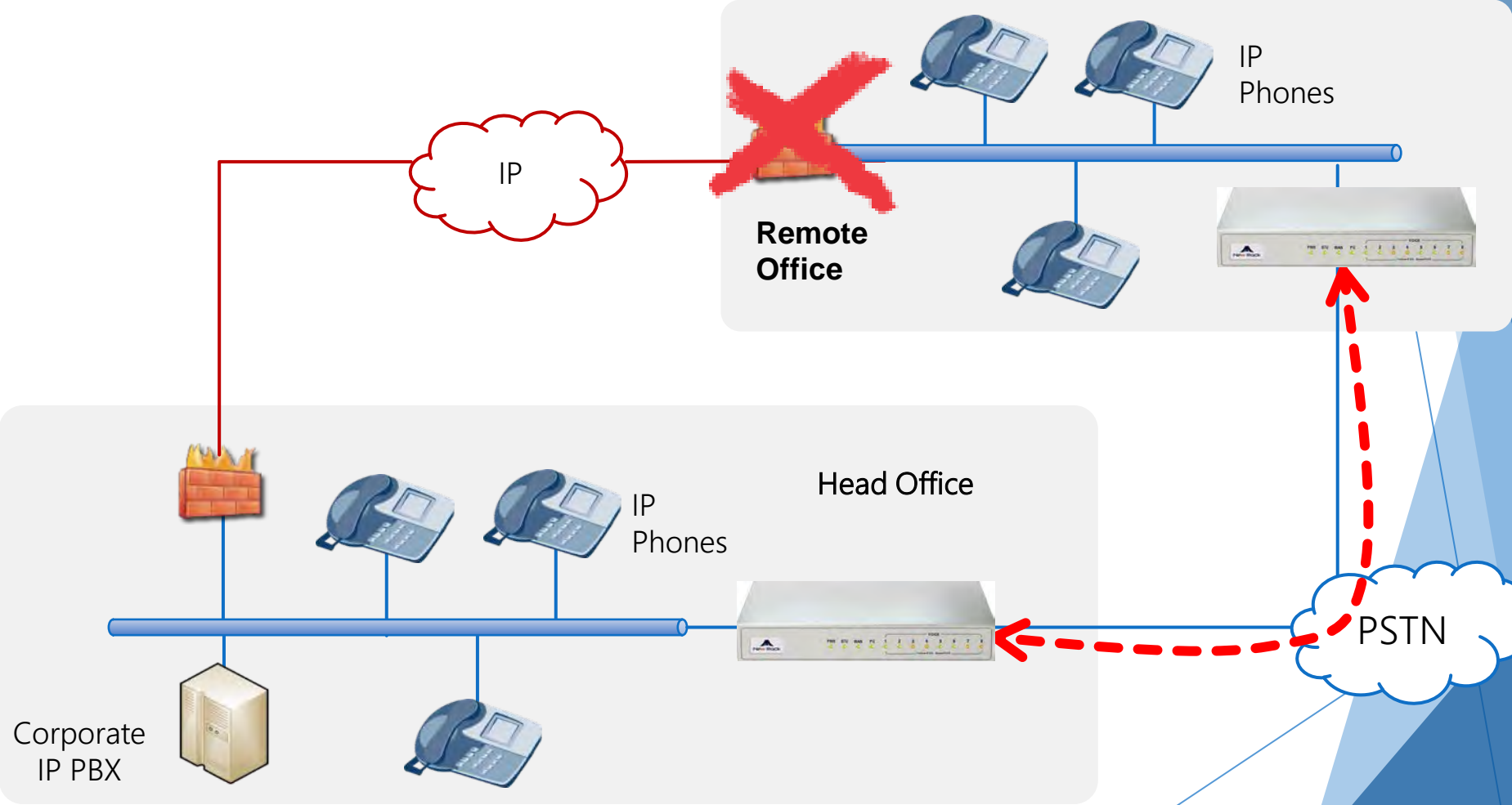
Connect Legacy PBX to SIP Trunking

ITSP

SIP /
VoIP

The TDM-Based PBX can use SIP Trunks

to reduce cost and improve flexibility

Analog
BRI
PRI

Legacy PBX

PBX, TDM
Endpoints
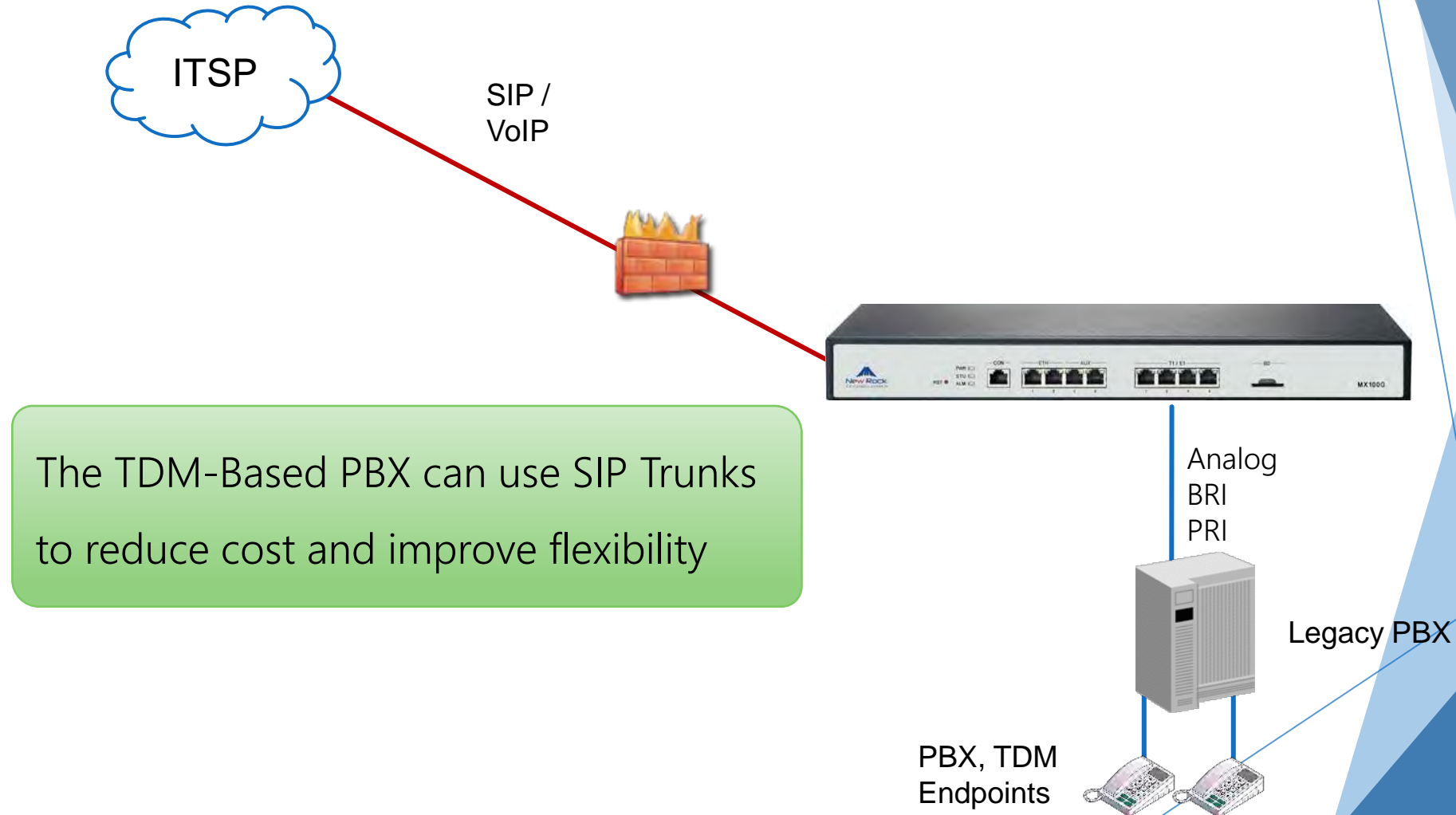
SIP Trunking with Resilience

ITSP

SIP / VoIP

PSTN

Analog BRI PRI

Legacy PBX

PBX, TDM Endpoints

MX reroutes all calls to the PSTN if:

- SIP/WAN/Internet fails
- Power Fails to Gateway
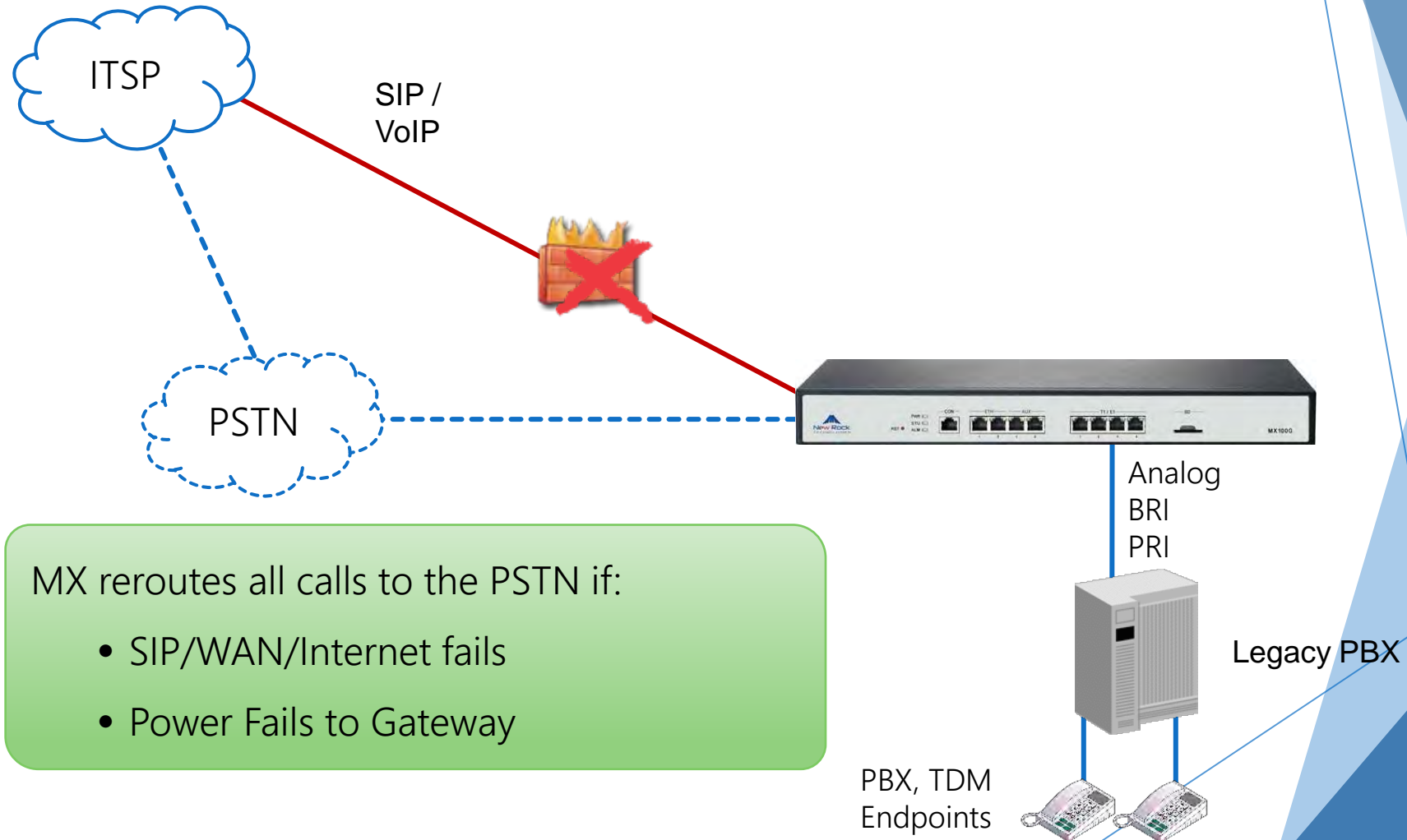
Legacy Network Connectivity for IP PBXs
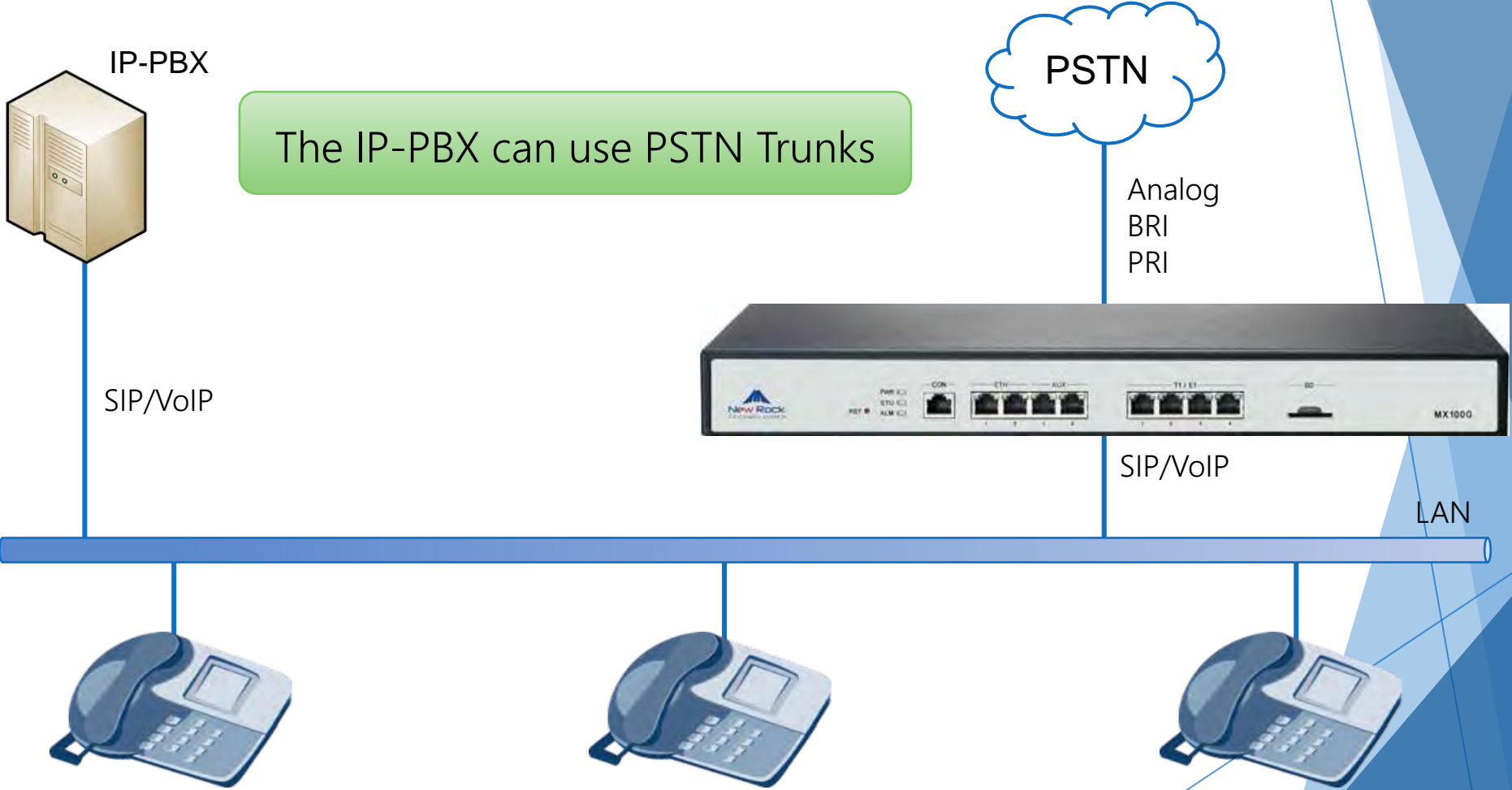
IP-PBX

PSTN

The IP-PBX can use PSTN Trunks

Analog
BRI
PRI

SIP/VoIP

SIP/VoIP

LAN

Legacy Equipment Connectivity for IP PBXs

IP-PBX

ITSP

SIP/VoIP

SIP/VoIP

LAN

FXS

FXS

FXS

IP Phones

Analog endpoints
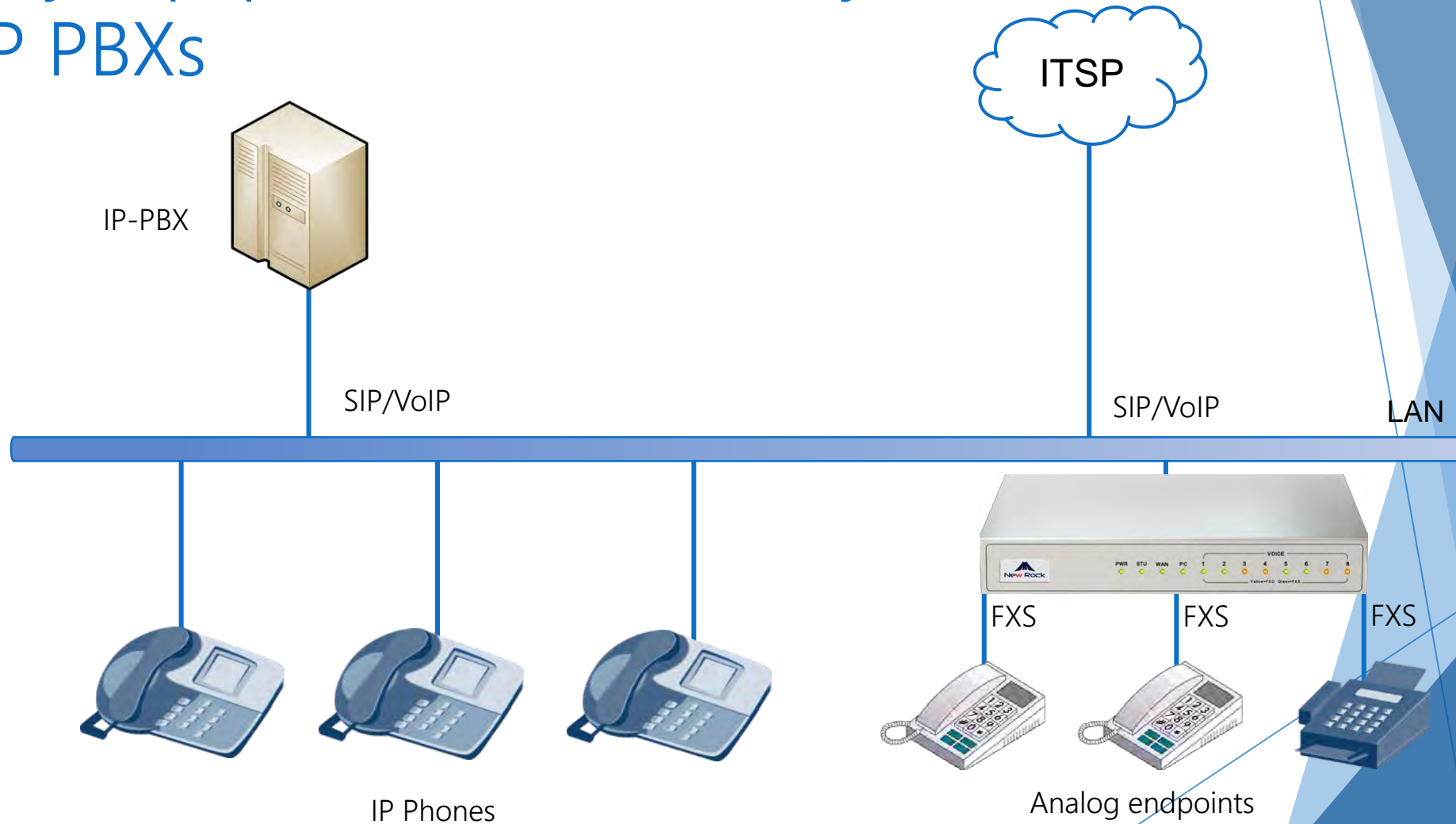
Connect FoIP Fax Servers to the PSTN

ITSP

PSTN

SIP / VoIP

The Gateway connects the IP-based Enterprise Fax Server to the PSTN or SIP Trunking (for failover)

Enterprise Fax Server
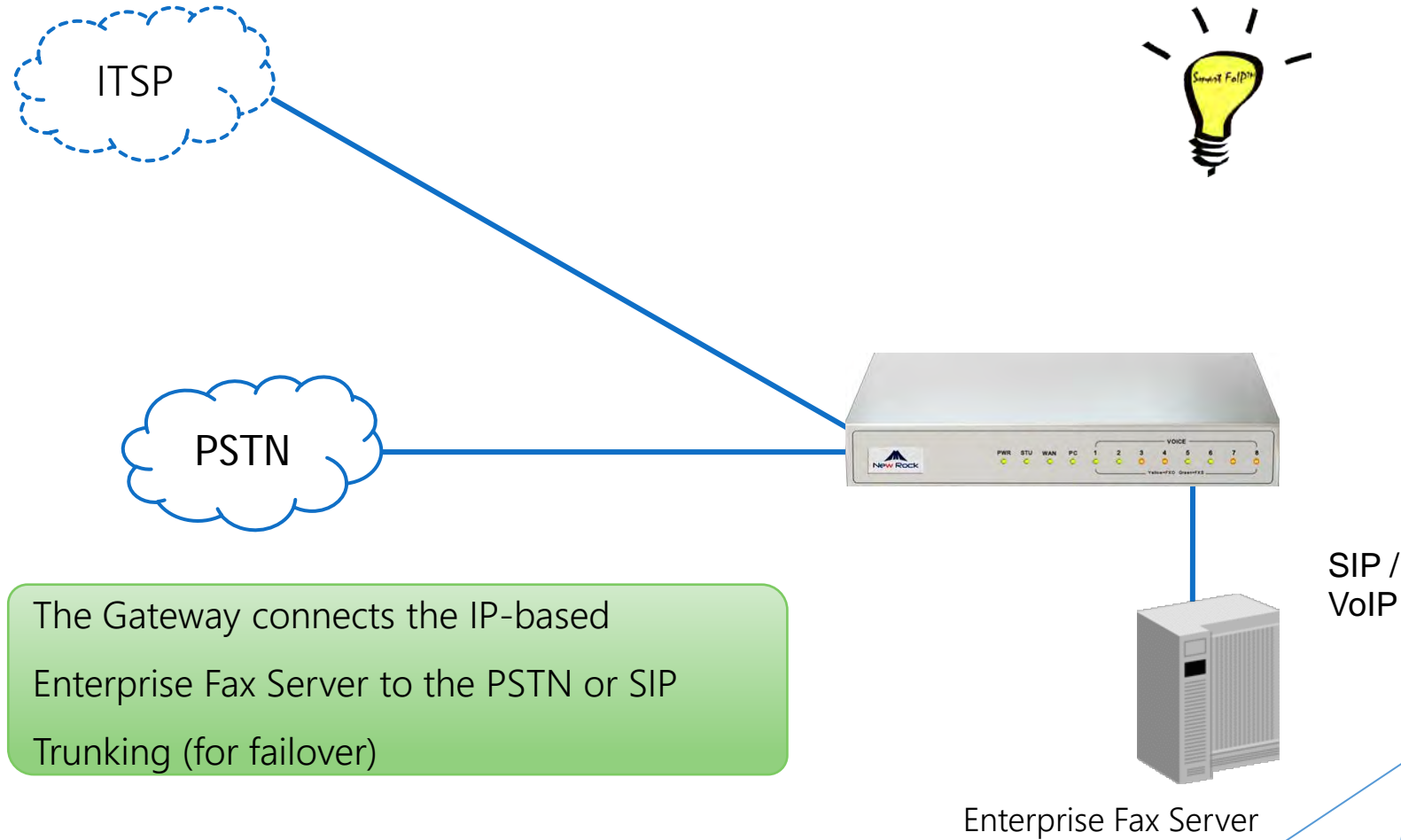
Connect Legacy Voice Terminals and Fax to Internet with High Reliability

ITSP

SIP/VoIP

Fax Machiines/Analog Phones
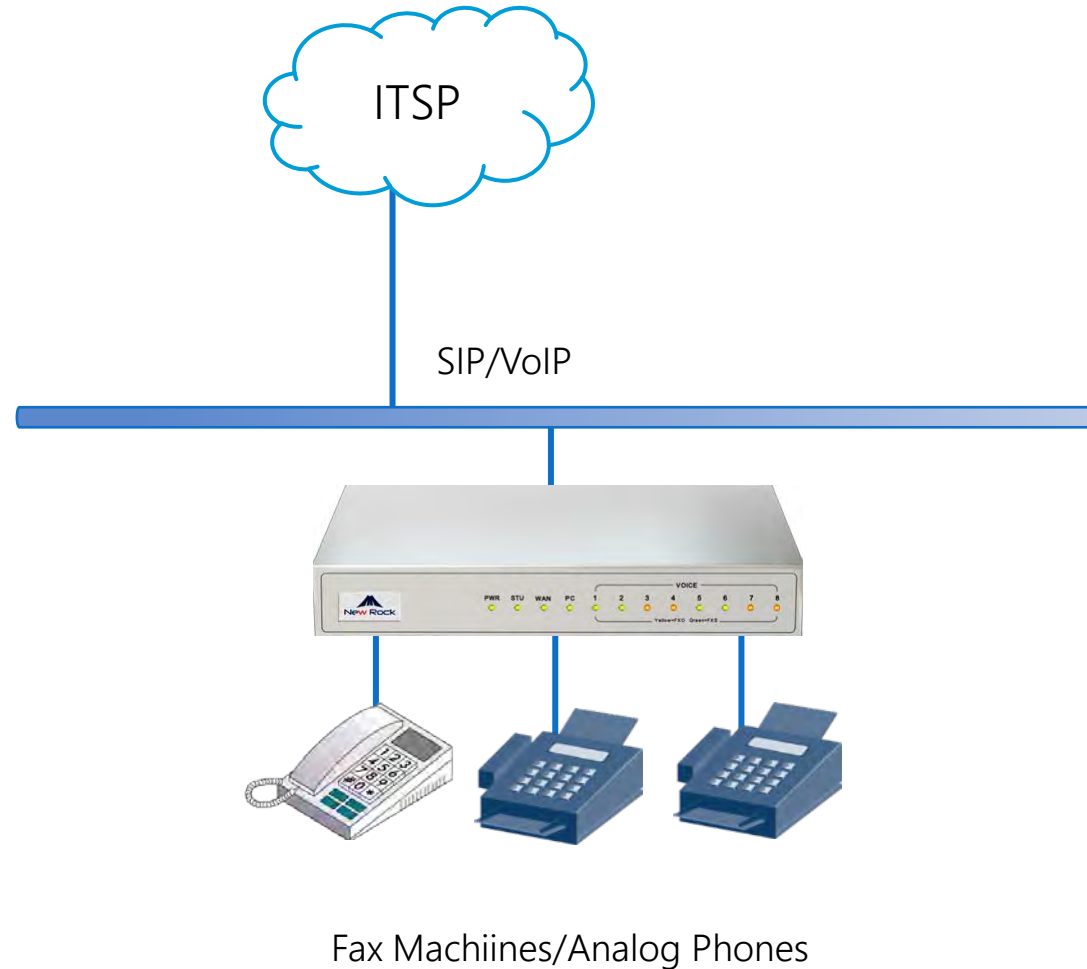
Analog Connectivity for Cloud IP-PBX
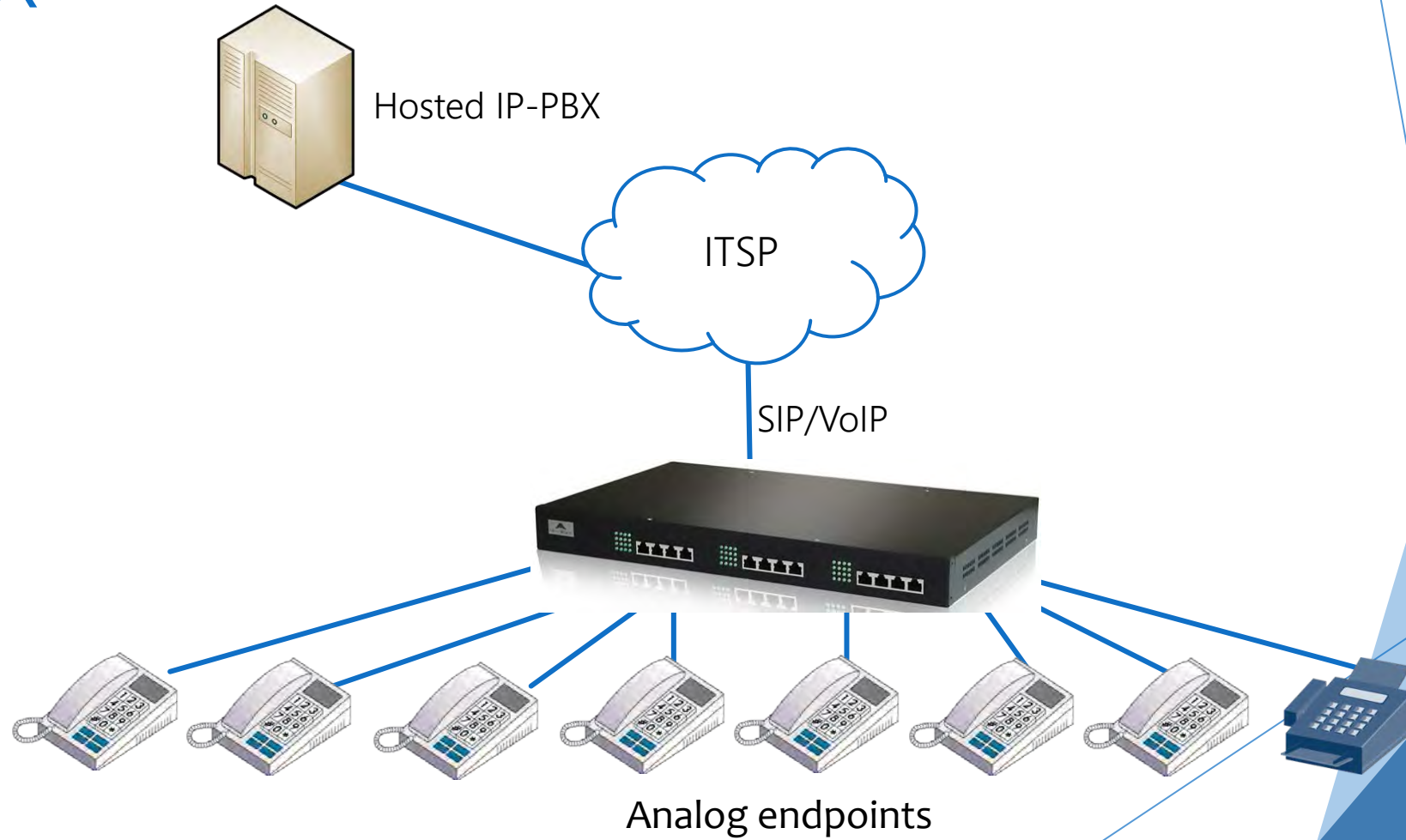
Hosted IP-PBX

ITSP

SIP/VoIP

Analog endpoints

Portfolio of Gateways

MX Series Gateways

MX Gateways

	HX4/MX8 Desktop	MX60 Enterprise	MX120 High Density	MX100E SIP-ISDN
FXS/FXO	2~8	16~48	24~96	1~4T1/E1
Ethernet Ports	1	2	2	2
Line-Interface Modules	-	-	4	-

Key Features All MX Gateways

- DTMF detection
- SIP protocol
- Auto provisioning
- Echo cancellation
- T.38 fax relay
- 500 routing rules
- Number translation
- PSTN Failover
- TR069

- 2nd-stage dialing
- NAT traversal
- Auto dialing
- 500 routing rules
- Number translation
- Color ring back tone
- Intercom
- Voice Announcement
- Lifetime Software Upgrades

MX100G Trunking Gateway

- Up to 4 E1/T1 digital (E1/T1) trunks

- Connects E1/T1-based PBX and PSTN to IP telephony networks in a 1U chassis.

- Supports a variety of protocols and codecs, including SIP, ISDN PRI, G.711, G.729A, G.723, iLBC, GSM, and G.168, T.30, and T.38.

- G.168 echo cancellation

- DTMF relay (RFC2833) and T.38 fax relay

- Applications

    - PSTN-SIP digital trunking gateway

    - Interconnecting legacy PBX to IP-based voice network

MX100G Features

- Reliability
  - Redundant power modules
  - Hot swappable modules
- Protocols
  - Supports Session Initiated Protocol (SIP)
    - STUN Client for NAT/firewall traverse
      ISDN PRI (USA, ITU, and China)
- Operations & Maintenance
  - RTP/RTCPTFTP for remote software upgrade \
  - HTTP/HTTPS for system and interface configuration and monitoring
  - Telnet/SSH for remote support
  - CDR/Radius

MX120 High-Capacity Analog Gateway

Suitable for carrier and medium-enterprise VoIP/FoIP deployment in a variety of FXS/FXO combinations of 24, 48, 72, or 96 concurrent calls (based on DSP cards)

◆ Applications

   ◆ Access gateway in IMS-based network to deliver IP Centrex service

   ◆ Media gateway in IP-PBX-based enterprise voice network

   ◆ PSTN-SIP analog trunking gateway

   ◆ Large call-center gateway

   ◆ PSTN fail-over gateway

MX120 Features

◆ Web-based management GUI to configure parameters, upgrade firmware, import and export configuration data, and monitor status

◆ Remote management including Option 66 auto-provisioning, Telnet, TFTP, SNMPv2, TR069, TR104 and TR106, Radius accounting.

◆ Security Features

  ◆ IP access list (IP table)

  ◆ SIP/RTP/TELNET/HTTP/TFTP port assignment

◆ Voice QoS

◆ NAT traversal (STUN)

◆ Multiple Codecs

  ◆ G.711ALaw, G.711ULaw, G.729A, G.723.1r63, G.723.1r53, GSM

  ◆ T.38 fax relay, G.711 pass-through fax

  ◆ DTMF relay (RFC 2833, SIP/INFO, inband

MX60 Mid-size Analog Gateway

Suitable for medium-enterprise VoIP/FoIP deployment in a variety of FXS/FXO combinations

◆ Provides up to 48 ports of FXS and FXO and 2 Ethernet ports

◆ Applications

  ◆ Access gateway in IMS-based network to deliver IP-centrex service

  ◆ Media gateway in IP-PBX based enterprise voice network

  ◆ PSTN-SIP analog trunking gateway

  ◆ PSTN fail-over device

MX60 Features

- Web-based management GUI, allowing the user to configure parameters, upgrade firmware, import and export configuration data, and monitor status

- Supports remote management standards, such as Option 66 auto-provisioning, Telnet, TFTP, SNMPv2, TR069, TR104 and TR106, as well as Radius accounting

- Security Features
  - IP access list (IP table)
  - SIP/RTP/TELNET/HTTP/TFTP port assignment

- Voice QoS

- NAT traversal (STUN)

- Multiple Codecs
  - G.711ALaw, G.711ULaw, G.729A, G.723.1r63, G.723.1r53, GSM
  - T.38 fax relay, T.30 fax transparent
  - DTMF relay (RFC 2833, SIP/INFO, inband

MX8A Analog Gateway

Ideal for SOHO, IP-PBX, and residential VoIP applications

- High voice quality and reliable fax in a compact package

- The MX8A offers multiple configurations - 4 FXS ports, 8 FXS ports, 4 FXO ports, 8 FXO ports, and 4FXS+FXO ports.

- Advanced VoIP/FoIP technologies including SIP, iLBC, and voice encryption, G.711 & T.38 fax relay with Smart FoIP (patent 9,094,419)

- User-friendly provisioning tools and management tools

  - RADIUS Billing Interface, TR069-based management (Include TR069, TR104, and TR106), Standard SNMP agent (MIB v2)

- Featuring busy tone auto detection, DTMF detection, fashion ringing tones, hook-flash relay, etc.

- Compatible with dozens of SIP platforms

MX8A Features

- Supports SIP/MGCP protocols
- Flexible configurations of FXS/FXO ports
- Outstanding security: Configurable SIP ports and IP address whitelist
- Supports IP/PSTN LCR selection
- Supports fax over IP using T.38 version 3 fax relay with V.34 and automatic switching between voice/fax
- Supports polarity-reversal/busy-tone detection
- Supports Auto Provisioning and TR069/SNMP
- Supports HA and PSTN failover
- Supports Class I lightning protection

Other Gateways

HX4E Analog ATA

Developed for small businesses, SOHO, and residential IP-telephony applications, the HX4E ATA is an integrated VoIP device that provides reliable and cost-efficient access methods flexible for deploying converged communication solutions for network operators and enterprises.

- Supports 2 or 4 FXS/FXO ports, 1 WAN port, and 1 PC port, which allows users to apply it as an N-to-1 system capable of providing versatile solutions by connecting analog phone, fax and POS machine, IP telephony and PSTN.

- Comprehensive Feature Set with Intelligent Engine

- Easy Operation and Management

- High Interoperability

- Investment Protection

HX4E Analog ATA

◆ Supports SIP/MGCP protocols

◆ Flexible configuration of FXS/FXO ports

◆ Outstanding security: Configurable SIP ports and IP address whitelist

◆ Advanced VoIP/FoIP technologies including SIP, iLBC, and voice encryption, G.711 & T.38 fax relay with Smart FoIP (patent 9,094,419)

◆ Supports polarity-reversal/busy-tone detection

◆ Supports Auto Provisioning and TR069/SNMP

◆ Supports HA and PSTN failover

◆ Supports Class I lightning protection

Enterprise IAD

Broadband access, WiFi, voice, iPTV, VPN, VLAN

EPON	1
Ethernet Ports	4
FXS	4-8
WiFi	IEEE802.11b/g/n
USB	2
VLAN	support
Firewall	support

ISG3004/3008

VPN	PPTP, L2TP, IPSec
Chassis Type	
Authentication	FCC, CE, CCC, ROHS

All Cables and Mounting Hardware Included

All gateways include:

- ◆ Rack mount kit
- ◆ Quick start guide
- ◆ License agreement
- ◆ Grounding Cable
- ◆ Power cord (country specific)
- ◆ Ethernet cable

Pricing and SKUs

HX4 ATA Pricing

No.	HX4 analog lines Series SIP gateway (2 to 4 ports)		
	Model	**Description**	**MSRP**
1.1	HX411	1FXS+1FXO ports, 2 ETH	$ 90.00
1.2	HX402	2FXS ports, 2 ETH	$ 85.00
1.3	HX422	2FXS+2FXO ports, 2 ETH	$ 130.00

No.	HX4E analog lines Series SIP gateway (2 to 4 ports)		
	Model	**Description**	**MSRP**
1E.1	HX412E	2FXS+1FXO ports, 2 ETH	$ 105.00
1E.1	HX402E	2FXS ports, 2 ETH	$ 85.00
1E.2	HX420E	2FXO ports, 2 ETH	$ 100.00
1E.3	HX422E	2FXS+2FXO ports, 2 ETH	$ 135.00
1E.4	HX404E	4FXS ports, 2 ETH	$ 120.00
1E.5	HX440E	4FXO ports, 2 ETH	$ 150.00

MX8 Pricing

No.	MX8 analog lines Series SIP gateway (4 to 8 ports)		MSRP	
	Model	Description		
2.1	MX8-4S	4 FXS ports, 1 WAN port	$	190.00
2.2	MX8-4FXO	4 FXO ports, 1 WAN port	$	250.00
2.3	MX8-2S/2	2FXS+2FXO ports, 1 WAN port	$	230.00
2.4	MX8-8S	8 FXS ports, 1 WAN port	$	300.00
2.5	MX8-8FXO	8 FXO ports, 1 WAN port	$	400.00
2.6	MX8-6S/2	6FXS+2FXO ports, 1 WAN port	$	330.00
2.7	MX8-4S/4	4FXS+4FXO ports, 1 WAN port	$	350.00
2.8		4FXS	$	120.00
2.9	Line Module	4FXO	$	160.00
2.10		2FXS+2FXO	$	150.00

No.	MX8A analog lines Series SIP gateway (4 to 8 ports)		MSRP	
	Model	Description		
2A.1	MX8A-8S	8 FXS ports, 2 ETH ports	$	270.00
2A.2	MX8A-6S/2	6FXS+2FXO ports, 2 ETH ports	$	285.00
2A.3	MX8A-4S/4	4FXS+4FXO ports, 2 ETH ports	$	300.00
2A.4	MX8A-8FXO	8FXO ports, 2 ETH ports	$	330.00
2A.5	MX8A-NA	no ports, MX8A host unit	$	110.00
2A.6		4FXS	$	95.00
2A.7	Line Module	4FXO	$	125.00
2A.8		2FXS+2FXO	$	115.00

MX60 Pricing

No.	MX60 Series SIP gateway (16 to 48 ports)		MSRP
	Model	Description	
3.1	MX60-16S	16 FXS ports, 16 concurrent calls, 2 WAN ports,1U,19"	$ 540.00
3.2	MX60-24SB	24 FXS ports, 16 concurrent calls, 2 WAN ports,1U,19"	$ 770.00
3.3	MX60-24S	24 FXS ports, 24 concurrent calls, 2 WAN ports,1U,19"	$ 850.00
3.4	MX60-32SB	32 FXS ports,16 concurrent calls,2 WAN ports,1U,19"	$ 940.00
3.5	MX60-32S	32 FXS ports,32 concurrent calls,2 WAN ports,1U,19"	$ 1,100.00
3.6	MX60-48SB	48 FXS ports,24 concurrent calls,2 WAN ports,1U,19"	$ 1,350.00
3.7	MX60-48S	48 FXS ports,48 concurrent calls,2 WAN ports,1U,19"	$ 1,580.00
3.8	MX60-8S/8	8FXS+8FXO ports, 16 concurrent calls,2 WAN ports,1U,19"	$ 670.00
3.9	MX60-24S/8B	24FXS+8FXO ports, 16 concurrent calls,2 WAN ports,1U,19"	$ 1,000.00
3.10	MX60-24S/8	24FXS+8FXO ports, 24 concurrent calls,2 WAN ports,1U,19"	$ 1,170.00
3.11	MX60-40S/8B	40FXS+8FXO ports, 24 concurrent calls,2 WAN ports,1U,19"	$ 1,410.00
3.12	MX60-40S/8	40FXS+8FXO ports, 48 concurrent calls,2 WAN ports,1U,19"	$ 1,630.00
3.13	MX60-16S/16	16FXS+16FXO ports, 32 concurrent calls,2 WAN ports,1U,19"	$ 1,240.00
3.14	MX60-32S/16B	32FXS+16FXO ports, 24 concurrent calls,2 WAN ports,1U,19"	$ 1,490.00
3.15	MX60-32S/16	32FXS+16FXO ports, 48 concurrent calls,2 WAN ports,1U,19"	$ 1,720.00
3.16	MX60-24S/24B	24FXS+24FXO ports, 24 concurrent calls,2 WAN ports,1U,19"	$ 1,560.00
3.17	MX60-24S/24	24FXS+24FXO ports, 48 concurrent calls,2 WAN ports,1U,19"	$ 1,790.00
3.18	MX60-16FXO	16FXO ports, 16 concurrent calls,2 WAN ports,1U,19"	$ 870.00
3.20	MX60-32FXO	32FXO ports, 32 concurrent calls,2 WAN ports,1U,19"	$ 1,390.00
3.21	MX60-48FXOB	32FXO ports, 24 concurrent calls,2 WAN ports,1U,19"	$ 1,610.00
3.22	MX60-48FXO	48FXO ports, 48 concurrent calls,2 WAN ports,1U,19"	$ 1,860.00

MX 120 Pricing

No.	MX120 Series SIP gateway (48 to 96 ports)		MSRP
	Model	Description	
4.1	Chassis	MX120-NA-1U-C	$ 880.00
4.2		MX120-NA-1U-D	$ 1,060.00
4.3		MX120-NA-2U-C	$ 950.00
4.4		MX120-NA-2U-D	$ 1,120.00
4.5		MX120-NA-2U-E	$ 1,310.00
4.6		MX120-NA-2U-F	$ 1,470.00
4.7	Line Interface Card	MX120-IF-24S	$ 350.00
4.8		MX120-IF-16S	$ 250.00
4.9		MX120-IF-8S/8	$ 310.00
4.10		MX120-IF-16S/8	$ 400.00
4.11		MX120-IF-12S/12	$ 430.00
4.12		MX120-IF-24FXO	$ 500.00
4.13		MX120-IF-16FXO	$ 350.00
4.14	PMC Module	MX120-PMC-3DSP	$ 220.00
4.15		MX120-PMC-6DSP	$ 400.00
4.16		MX120-PMC-9DSP	$ 600.00

MX100 Pricing

No.	MX100-TG E1/T1 Series SIP gateway (ISDN PRI)		MSRP
	Model	Description	
5.1	MX100E-1E1	1 port E1 or T1,2 WAN ports,1U,19"	$ 1,700.00
5.2	MX100E-1E1-2P	1 port E1 or T1,2 WAN ports,1U,19",w/dual power suppliers	$ 2,000.00
5.3	MX100E-2E1	2 ports E1 or T1,2 WAN ports,1U,19"	$ 2,700.00
5.4	MX100E-2E1-2P	2 ports E1 or T1,2 WAN ports,1U,19",w/dual power suppliers	$ 3,000.00
5.5	MX100E-4E1	4 ports E1 or T1,2 WAN ports,1U,19"	$ 5,200.00
5.6	MX100E-4E1-2P	4 ports E1 or T1,2 WAN ports,1U,19",w/dual power suppliers	$ 5,500.00

The Competition

The Competition

- Gateway business is mature but is experiencing strong growth in the Americas
- Several players, similar functionality
    - Key competitors are Grandstream, Audiocodes, and Patton
- Compete favourably on price, reliability, features, and support

Grandstream

Model			
			✔️
			❌

Model			
	$	✔️	✔️
	$	❌	❌

- ◆ Customer support a challenge for Grandstream
- ◆ Higher reliability for New Rock
- ◆ Competitive price for New Rock

AudioCodes

Model	1 x E1T1 30 Calls	2 x E1T1 60 Calls	E1T1 Relay Ports
MX120	$1395	$2195	✔️
Mediant 600	$3278	$4485	❌
Mediant 800	$1546	NA	❌
Mediant 1000	$3857	$5277	❌

Model	4 FXO	2 x LAN	IP Phone Resilience
MX60	$	✔️	✔️
MP114	$	❌	❌

- ◆ A la carte pricing on larger models
- ◆ Customer support a challenge
- ◆ Wide, very flexible range
- ◆ Clear price advantage for New Rock

Patton

Model	1 x E1T1 30 Calls	2 x E1T1 60 Calls	E1T1 Relay Ports
MX60	$	$	✔
4940	$2700	$4890	✖
4950 (+ rtr)	$3350	$5380	✖
4960 (+ rtr, SBC)	$3428	$6189	✖

Model	4 FXO	2 x LAN	IP Phone Resilience
	$425	✔	✔
SN4110	$424	✖	✖
SN4520	$499	✖	✖

- ◆ Limited management platform
- ◆ Fixed NT/TE config on BRI
- ◆ Single LAN on some models
- ◆ Clear price advantage for New Rock

Support & Services

Best-in-Class Support

- New Rock Cloud

- Fully-trained North America support organization

- Priority support options

- Phone/e-mail support

- Documentation includes:
  - Admin guides/How-to-guides
  - Step-by-step configuration
  - Technical documents/Release notes/FAQs
  - Software Downloads

- http://www.newrocktech.com.cn/Services_E.asp

New Rock Cloud

◆ Provide the connectivity for devices behind NAT and firewall, which enables applications such as SIP extension (client), registering from internet to enterprise SIP server deployed in the LAN.

◆ Providing the centralized device-management framework for channels, enterprise customers, and ITSPs, to allow remote monitoring, configuration, troubleshooting and firmware upgrades

◆ Provides intelligent assistant for network adaptation

◆ Provides secure and reliable mechanism for third-party applications to work with New Rock products through open APIs to solve SMB long-tail demand

New Rock Cloud

NAT Traversal
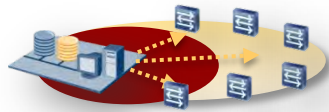
Remote Management

Online Troubleshooting

Device information collection

Version detection and automated upgrade

"Synergies" Partner Program

The New Rock Partner Program is designed to empower our partners to successfully deploy New Rock products while offering the highest financial returns in the industry. Here are the key elements of the program.

- ◆ LEADS!!
- ◆ Not-for-Resale products, for demonstrations and evaluation
- ◆ Efficient partner on-boarding process
- ◆ Product training
- ◆ Sales-support documentation, collateral, and presentations
- ◆ Access to upcoming webcasts & podcasts to learn the "tricks of the trade"
- ◆ Competitive discounts and commission rates
- ◆ Innovative loyalty program
- ◆ Competitive analysis
- ◆ Leads based on participation level in the program

Closing

Why New Rock VoIP Gateways?

The MX Series of VoIP Gateways has distinctive advantages over the competition in terms of

◆ Performance,

◆ System reliability,

◆ Compatibility, and

◆ Cost.

The New Rock Advantage

◆ Long history in VoIP

◆ Ease of installation and operation

◆ Rich feature set

◆ Most reliable fax solution in the industry (Smart FoIP®)

◆ Available professional services for installation/configuration

◆ New Rock Cloud

Providing the Highest-Quality Products at Market-Leading Prices

Contact Us

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Thank You!