

Unified Message-box

The Unified Message-box application offers subscribers the convenience of integrating their communication services and publishing one number for voice and fax calls and email submissions. Voice fax and email messages are stored separately, and share many of the same message- processing options. Subscribers have the ability to save or delete all messages from either the telephone or PC. Print on the PC or a fax machine, listen via a PC or a telephone. They can also send and accept messages easily and can use the Message-box from any remote location, anytime.

Features

- Voice/fax/email storage and retrieval.
- Simple user interface.
- Off the shelf PC client for mail.
- WEB interface for mail
- Message-waiting notification.
- Support for multiple languages.
- Message-box administration tools.

Prospect Profile

Unified Message-box meets the needs of anyone wishing to better manage their email, fax and voice messaging. Small Office/Home Office (SOHO) business owners will appreciate being able to combine two important services they depend on. Mobile professionals such as service technicians, sales representatives, auditors, or project managers are excellent prospects as well.

Benefits

Unified Message-box enables dynamic business teams to keep in immediate contact with clients and business partners. It offers business owners and professionals convenient and effective email, fax and voice messaging services that will enhance their business image and productivity.

For service providers, the Unified Message-box solution helps build customer loyalty by offering convenient and valuable features that meet the challenges of today's workplace.

Marketing Strategy

Market to field service technicians, sales representatives, and auditors. Target construction, consulting, and insurance companies that employ mobile or virtual-office workers. Identify companies with executives in multiple branches and sales offices—unified Message-boxes can keep them in close contact with clients and staff.

Revenue Potential

Service providers can charge a flat fee for the Message-box and message storage, or they can charge for leaving or retrieving messages. Additionally, service providers can offer more features that generate incremental revenue. For example, subscribers can add pager notification or reminder services.

Assumptions

Monthly fax Message-box rental	\$10
Monthly voice Message-box rental	\$7.50
Access fees per page	\$0.20
Pages per day per subscriber	5

SUBSCRIBERS	100	500	1K	5K
Annual fax Message-box rental	\$12K	\$60K	\$120K	\$600K
Annual voice Message-box rental	\$9K	\$45K	\$90K	\$450K
Annual access revenue	\$26K	\$130K	\$260K	\$1.3M
Total annual revenue	\$47K	\$235K	\$470K	\$2.4M

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