



ipitomi

The business centre
technology and telecoms
specialist

ipitomi

45 Moorfields, London EC2Y 9AE
T. 08704 10 32 00 F. 08704 10 32 01
www.ipitomi.com

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Advanced technology for business centres

At Ipitomi, we increase your revenues and control your costs by providing high quality technology services specifically designed for business centres.

For over eight years we've built a reputation as a trusted provider, enabling our customers to reap the rewards of innovative technologies and added-value services that give them a real competitive advantage.

We enable business centres to differentiate themselves within the marketplace. We provide major customers – people like Executive Offices Group, Mortlake Business Centre, The Office, Workspace Group Plc, United Business Centres Plc, Avanta and The Space London Limited – with reliable, secure and user-friendly services that minimise administration while maximising return on investment.

The Ipitomi philosophy is to combine best-of-breed technologies, so that business centres can offer their customers flexible, attractive solutions. This allows customers to work how they want to work and helps business centres retain existing customers and attract new ones. Furthermore, our dedicated team provides all the assurance, personal care and first-class customer service that any leading business centre would demand.

By helping our customers create successful relationships with their customers, we've built a unique business model that's been tried, tested and proven over years. Simply, it works.

That's why we're inviting you to explore the potential for using our technology solutions in order to meet both your needs and those of your customers.

"Ipitomi's Cisco colour IP telephony roll-out is the largest in the UK and one of the largest worldwide. Ipitomi has unparalleled insight and experience in this field."

Steve Frost, UK & Ireland Market Manager (Emerging Technologies)
Cisco Systems, Inc.

A compelling case for business centre operators

Increase revenue and profit margins

Our comprehensive portfolio of technology services goes beyond the typical voice and internet services offered by other providers. Our services are designed to help you attract and retain valuable customers. They increase existing profit and revenue streams as well as generate new ones.

Reduce the technology burden

We provide consistent account management of all services as part of a simple, reliable and efficient solution. By doing so, we remove the burden and complexity of technology administration.

Lower overheads

Ipitomi provides fully managed services, from installation to ongoing maintenance. This enables your team to concentrate on core business objectives. We provide all the equipment; we provide the service, so capital outlay is kept to a minimum.

Transform and differentiate your offering

Our solution assists in transforming basic commodity space into a high quality business centre equipped with an excellent range of services. By making your offer more attractive, you can increase customer retention and yield.

Maximise your competitive edge

We provide in-depth expertise in the latest technologies such as IP telephony, security solutions, managed networks, wireless solutions and more. Through strong relationships with market-leading partners such as Cisco, we can deliver sustainable solutions that will maintain your and your customers' competitive edge, both now and in the future.

Realise the revenue potential of emerging technologies

Our development team will deliver enhancements and a continual stream of new services with quantifiable revenue streams. For example, by capitalising on emerging mobile communication capabilities, you can capture revenue that would otherwise be lost to mobile network operators.

Simplify billing, administration and reporting

Our solution provides one bill, one contract and one point of contact for all your technology and telecom services – all supported by comprehensive service level agreements to maximise efficiency. With bespoke billing, your invoicing can be tailored precisely to your needs. In addition, our billing systems and management reports can help you identify usage trends to shape future strategy.

Manage operational costs

When you choose Ipitomi, you can ensure your operational costs relate directly to occupancy levels. For example, from the outset, if your business centre isn't fully occupied, you can choose a solution that allows you to only receive and pay for technology services actually utilised.

Similarly, if you lease your business centre premises, we can offer you the opportunity to tailor the duration of our service contracts to suit your length of tenure.

World-class customers

Ipitomi is a well-established specialist technology provider for major business centre operators, including:

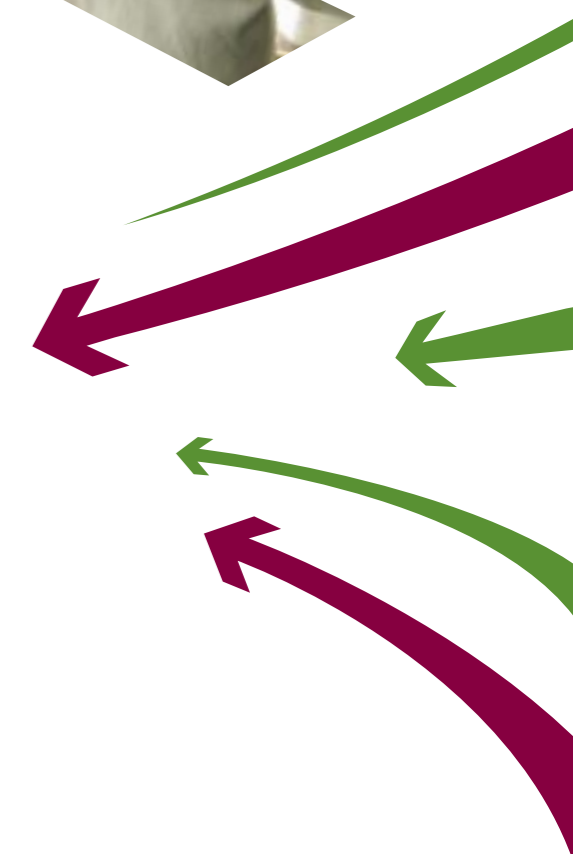
- Executive Offices Group
- Mortlake Business Centre
- The Office
- Workspace Group Plc
- United Business Centres Plc
- Avanta
- The Space London Limited

We also provide advanced technology services to businesses in other sectors, ranging from FTSE 500 companies to retail outlet operators.

World-class brands

Ipitomi has strong business relationships with a number of world-leading suppliers. These include:

- Cisco
- Verizon
- Microsoft
- Thus
- HP
- COLT
- Cable & Wireless
- Dell
- BT



A compelling case for business centre managers

Reduce IT administration

Ipitomi solutions can be administered through our web-based platforms, either by our team or your business centre team, depending on your preference. Our platform saves you precious time that can then be dedicated to other aspects of your business centre. It helps to achieve customer satisfaction by ensuring that requirements are addressed swiftly and competently, whilst giving you more control.

Increase customer satisfaction

With Ipitomi working by your side, you can offer customers a reliable, secure, feature-rich suite of technology services. Giving them access to integrated services more usually associated with much larger businesses will enable them to operate more effectively. This leads to satisfied customers who will be more inclined to renew their agreements when the time comes.

Improve revenues

Ipitomi helps you identify and sell appropriate technology services that will make a real difference to your customers. We understand that a successful business centre forms close partnerships with its customers and we in turn will endeavour to build a close relationship with you to help maximise the benefits for your customers.

As a managed service based on added-value benefits, you're not reduced to selling on price, but can offer a solution in line with your pricing policy. In addition, access to a broader portfolio of technology services provides an increase in revenues and maximises the value of your space.

A compelling case for your business centre customers

Access innovative technologies

Our solution offers all the benefits of high-end systems and service platforms that are more typically associated with large corporate organisations.

Gain reliable, round-the-clock support

Ipitomi offers your customers peace of mind, since our platforms are monitored and supported 24 hours a day, 7 days a week. They comply with service level agreements that would satisfy even the most demanding global business.

Re-deploy in-house technical resources

With all the pressures of technology service support being provided by Ipitomi, your customers gain the freedom to focus on their business.

Reduce start-up costs

Quick and easy access to a comprehensive range of managed technology and telephony services means lower start-up and moving-in costs. This enables your customers to get on with day-to-day business activities sooner, without the worry of how to meet their technology requirements.

Acquire flexible services

We remove the burden of lengthy contracts and by doing so, Ipitomi's services are designed to grow, flex and adapt as business needs develop and change.



Our solution and services

Voice and Data Platform

We offer a pioneering and high quality solution for multi-tenanted buildings which incorporates end-to-end Cisco hardware. We only use tier 1 carriers such as Verizon, Cable & Wireless, COLT and BT. We offer support 24 hours a day, 7 days a week and have a 4-hour guaranteed replacement time on hardware failures.

The Ipitomi solution is built upon resilient architecture with multiple:

- links to the internet via different carriers
- links to the Public Switched Telephone Network over multiple carriers and at multiple locations
- call processing servers
- core routing and switching infrastructure

Our services are installed, managed and maintained by Ipitomi's team of certified engineers and are fully managed for all adds, moves and changes. Services come fully documented and are provided with full training at point of installation.

Ipitomi's unique, easy-to-use Web Portal provides simple and secure administration for the end user and business centre teams. Our online management and billing system is integrated with market leading business centre management software applications. Our system includes a web provisioning tool, which permits adds, moves and changes to be made online via your browser. You can raise and follow support calls online and view bills online.

Ipitomi's IP Telephony (IPT) Services

Managed IPT Cisco Handsets:

- 7970, 7960, 7941, 7911

Voicemail

- Individual and company voicemail boxes

Operator Console

- Feature-rich console including per customer salutation, directory and presence for residential, virtual and home-worker customers

Wall Board

- Display of current operator statistics
- Historical reporting on calls

Homeworker

- Log onto a Cisco handset at home and have the functionality of the office phone

Single Number Reach

- Issue one contact number, no matter where you are and no matter what devices you're using

Mobile Integration

- Seamless transition of calls between the desk phone and mobile and vice versa

Handset Branding / Customisation

- Company branding on the screen of the handset

Auto Attendant

- Bespoke call routing with automated voice prompts

Unified Messaging

- Access to voicemail and fax from your email client and alerts via sms to your mobile
- Single voicemail for mobile and desk phone

Web Management of Handset

- Use your web browser to set call forward and speed dials for your phone

Voice and Video Conferencing

- Voice conferencing services via handset or conference bridge
- Video conferencing over IP and ISDN

Ipitomi's Data Services

Managed Internet Bandwidth

- Contended services from 512k to 2mbps
- Dedicated services from 256k to 100mbps
- Ripe IP addresses

Managed Firewall and LAN

- Fully managed 100mbps switched network from the back of the handset with firewall protection and VPN

Data Centre Server Storage

- Secure and resilient environment for servers
- Business continuity

Wireless LAN

- Wireless switching infrastructure for the office

Online Back-Ups

Domain / Email / Web Hosting

- Website hosting
- Email hosting with POP3 and webmail access
- Domain registration and management

Ipitomi's Mobile Services

Mobiles

- Large range of handsets and tariffs available
- Free calls from your company mobile to your company's DDIs

PDA / Blackberry

- Access to email via mobile devices

Ipitomi's Infrastructure Services

Security Cameras

- IP cameras utilising the converged IP network

Door Entry Systems

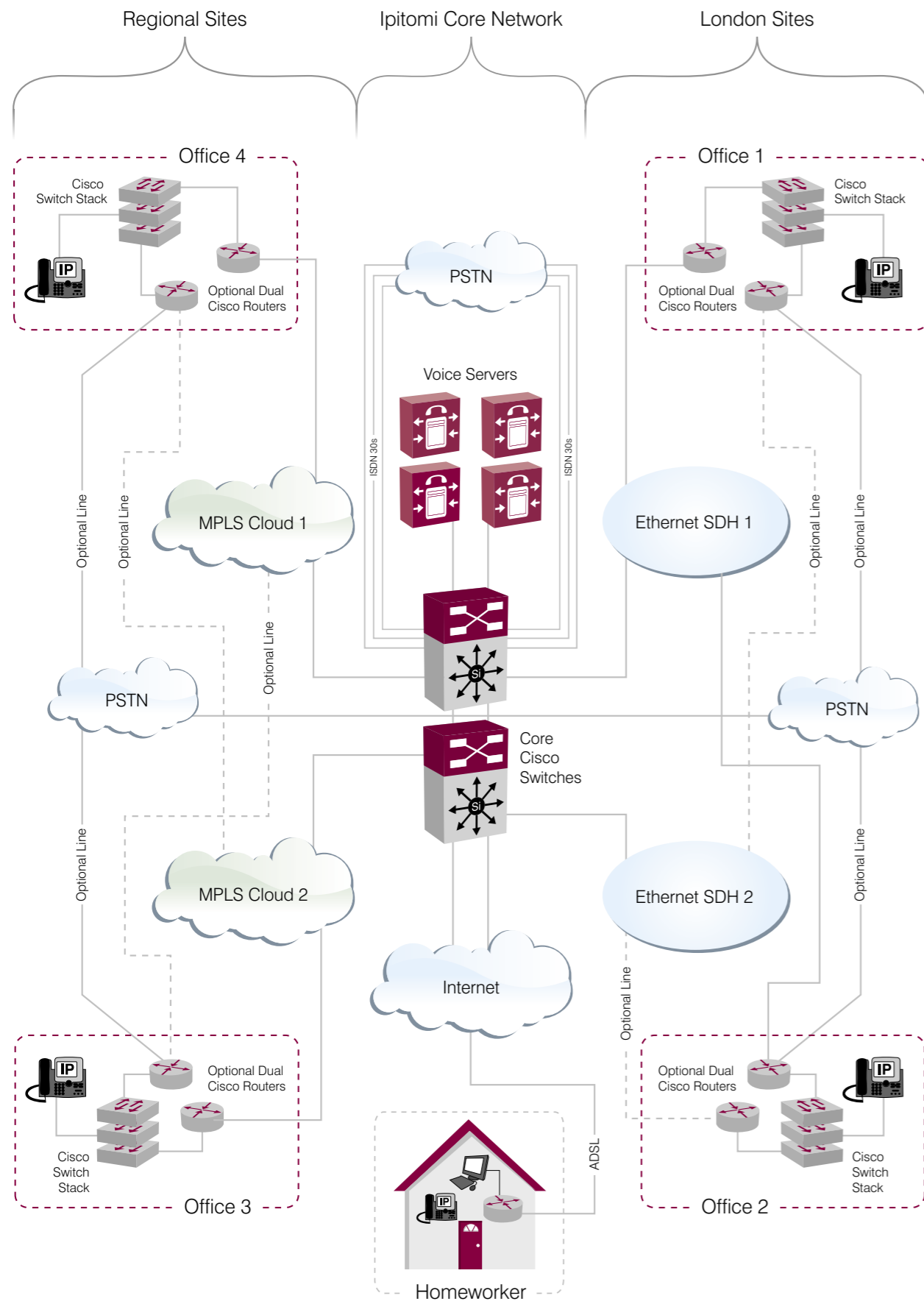
- IP controlled access systems

Technical Support

- Dedicated Helpdesk with remote and onsite engineering available to support customer equipment



Infrastructure overview



It's your call

A brochure can only do so much to introduce you to the many ways in which we can help enhance your technology offering. A meeting – even a phone call – could do so much more.

If you'd like to know more about how Ipitomi's comprehensive range of technology services can help to attract and retain your business centre customers, enhance your profitability and reduce your operating costs, please get in touch.

It's your call and we'd be delighted to hear from you.

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Tel: 08704 10 32 33
Email: mtu@ipitomi.com
Address: 45 Moorfields
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Web: www.ipitomi.com

