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Press release

Bouygues Telecom launches Business Synchrono, a new converged fixed/mobile/Internet service for SMEs

Bouygues Telecom has introduced its new Business Synchrono offer, the first solution to bring smaller businesses simple and transparent access to best-in-breed converged services spanning voice (fixed and mobile calls) and data (Internet). This is the first offer to include unlimited calls to a company's fixed and mobile numbers.

Converged services means that voice and data are carried over the same network – the IP network, long used mainly to transmit Internet data – for all voice and data communications within the enterprise. This solution creates compelling added value thanks to **lower rates**, reflecting the low cost of calls routed over the IP network

The **Business Synchrono** solution from Bouygues Telecom now adds an essential component to this mix: mobile phones. Business Synchrono is designed specifically to meet the needs of businesses with 20 to 500 employees. Converged fixed, mobile and Internet services are quickly deployed to immediately deliver tangible benefits.

- The **unprecedented rate structure** includes unlimited calls to all company mobile and fixed numbers, as well as calls from its fixed phones to outside fixed numbers in Metropolitan France.
- **Customers have a one-stop contact and bill** integrating fixed and mobile telephone services, as well as Internet access.
- **A suite of services** to boost employee efficiency (“one number” service, unified messaging, etc.).

Richard Viel, Executive Vice President, Business Services, Wholesale and Development, commented: “Small and medium-sized enterprises are hesitating to make the leap to IP telephony because they perceive it as a complicated technology to deploy, and because they don't see obvious value-added. Our objective with Business Synchrono is to give our business customers a clear solution that offers the most attractive rates on the market for calls within the company, coupled with the best converged services, including exclusive services such as synchronised ringing of fixed and mobile phones. We believe that the technical side should be totally transparent to our customers. The only things that count are services aligned with their needs, quality, and simple access to all services. This is why hands on customer support for deployment and daily use of the solution is one of our top priorities.”

Close-up on the benefits of Business Synchrono

For €45 a month (not including VAT) for each user equipped with a fixed and mobile phone, the Business Synchrono solution includes an impressive array of services and benefits.

Lower costs:

- **No more need for expensive** on-premises PBX (telephone switch) equipment. All communications are managed offsite at Bouygues Telecom facilities. This eliminates the cost of purchasing, maintaining and operating a PBX while offering complete flexibility for staff changes.
- **A single rate** for both fixed and mobile calls.
- **Unlimited internal calls** 24/7 to all the company's mobile and fixed numbers.
- Unlimited calls 24/7 from fixed phones to **all fixed numbers in Metropolitan France**.

Greater efficiency:

- **No more lost calls** thanks to the **exclusive “synchronised ringing” service**. With Business Synchrono, the fixed and mobile phones can be set to ring simultaneously.
- **All messages are accurately delivered** thanks to the **unified messaging service**, available from the fixed or mobile phones, as well as a PC.
- **No more time lost dialling manually**: calls can be made from the fixed line with a simple click of the mouse.
- **Greater flexibility**: real-time management of new or reassigned employees or office moves, thanks to a Web-based configuration interface accessed right from the company.

Greater simplicity:

- **One number** for both the fixed and mobile phone.
- **Speed dial numbers are saved and also available on mobile phones**.
- **Identical convenient voice mail user interface** on fixed and mobile (for example, press 5 to return call).
- **One-stop contact and a single integrated bill** for fixed and mobile telephone services, as well as Internet access.
- **Two Web interfaces**, one for users and one for the system administrator, enabling efficient management of all communications services.

Web user interface:

The screenshot displays the Bouygues Telecom Business Synchrono web user interface. The interface is in French and shows a user named M. DURAND. Key features highlighted by callouts include:

- Access to all employee numbers**: A callout pointing to the 'Annuaire' (Directory) tab in the navigation menu.
- Change contact information and password**: A callout pointing to the 'Mes données personnelles' (My personal data) tab.
- Search and prioritise voice messages**: A callout pointing to the 'Nouveaux messages vocaux' (New voice messages) section, which contains a table of messages.
- Call log**: A callout pointing to the 'Journal d'appels' (Call log) tab.
- Management of services**: A callout pointing to the 'Services de téléphonie' (Telephony services) tab.

The interface also shows a 'Message d'accueil' (Welcome message), a search bar for contacts, and settings for call forwarding and ringing order.

Appelant	Durée	Date d'appel	Actions
0175004112	00:09	2007-04-20 14:52	[Icons]

Numéro	Appel	Nom	Date d'appel
0666031893	[Icon]	Luc	02/05/2007 12:25
0054044306	[Icon]	Cécile	02/05/2007 12:23
0141870500	[Icon]	Agnes	02/05/2007 11:24
0052915768	[Icon]	Guillaume	02/05/2007 11:01

Business Synchro delivers benefits to everyone in the enterprise, regardless of the devices they use.

People with two numbers—one fixed, one mobile—enjoy the full benefits of convergence at minimal cost. Rates are of course lower for employees who use only a fixed or mobile phone:

- **“Mobile Synchro” Solution** (*employees who only have mobile phones*): €30 per month (plus VAT) per user
- **“Fixe Synchro” Solution** (*employees with a fixed phone*): €30 per month (plus VAT) per user
- **“Fax Synchro” Solution**, which enables a fax to be connected to the IP network and includes unlimited nationwide calls, 24/7: €18 per month (plus VAT) and per fax

The Business Synchro and Mobile Synchro solutions are compatible with all mobile phones in the Bouygues Telecom Entreprises range. For fixed IP phones, Bouygues Telecom recommends the Thomson ST2030, which offers numerous features and excellent comfort and ease of use.

Complete information on the many services and communications options included in these new solutions is available on www.business-synchro.fr. The site has a convenient cost savings simulator too.

Personalised support

Deployment of the Business Synchro solution begins with an **infrastructure audit** done by specialised experts.

Customers can then select the **support options** that best fit the needs of each enterprise, including installation of IP phones. Users, managers and administrators can also receive specific training in using the new resources or for transfer of competencies.

Once the solution has been installed, administrators can benefit from **telephone support** from Bouygues Telecom experts.

About Bouygues Telecom

Created in 1994, Bouygues Telecom has 8.7 million customers, including 6.3 million with contracts, and 7,400 employees. Its ambition is to become the "preferred brand of mobile communication services" by further improving customer service.

After pioneering the talk-plan concept and free voicemail in France in 1996, followed by unlimited call plans (Millenium), in 2006 Bouygues Telecom launched Neo, the first call plan to offer unlimited calls to all operators every day after 8pm.

To guarantee high-quality customer service for consumers and businesses alike, Bouygues Telecom offers a large range of broadband services, including broadband i-mode and PCMCIA cards. Its national EDGE broadband network covers more than 91% of the French population.

Bouygues Telecom's six customer relations centres in France employ 2,000 customer advisors for optimum customer service.

Bouygues Telecom press contact

Alexandre André – +33 1 39 26 62 42 – aandre@bouyguetelecom.fr

Adrienne de Rochequairie – +33 1 58 17 98 29 – aderoche@bouyguetelecom.fr

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