

New Revenue NOW for Independent Telcos



Emergency Communications **as a SERVICE**

An Intensive One Day Seminar



Independent Telephone Companies are Discovering *Significant* New Revenue, *and* Reducing Liability for “Sunny Day” Outages with **ECaaS**. Find Out How in a Seminar With America’s Top Experts.

COMING SOON TO:

SIoux CITY, IA

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and Other Cities Nationwide

- Also Available as an On Site Seminar -

Visit www.fail safecomunications.com often
for other cities, schedules and times.

The Telecommunications Business is Evolving. Is Yours?

Customers are fleeing landlines. Hardly anyone pays for long distance any more. These items once comprised 78% of Independent Telephone Company (ITCO) revenue. But wait. This same landline and long distance attrition means you may have spare capacity. Your network may bypass urban choke points that can be natural targets for terrorism. Welcome to **Emergency Communications as a Service. (ECaaS)** It may be the hottest new market for ITCOs in over a decade.

In this seminar you will learn:

- How **ECaaS** puts the existing or surplus capacity of an ITCO back to work again generating new revenue.
- How **ECaaS** can be deployed to customers both inside *and outside* your service area.
- Why **ECaaS** may be the first “cloud” service for many ITCOs, aiding their transition to other managed services.
- How to engineer a viable **ECaaS** product line using *existing facilities, equipment, billing systems, and OSS*.
- Why carriers have paid \$35 million in fines for “Sunny Day” outages and how **ECaaS** reduces this financial exposure.

Attend, Learn, and DO

We will describe how to leverage **ECaaS** to increase landline retention, boost subsidies, and build CABS and long distance revenue *quickly*. The seminar then builds on this experience with techniques to position an ITCO for a profitable future in the cloud, and in other managed services.

- **A Full Interactive Demo.** Attendees activate emergency features and numbers, live, in the classroom.
- Learn about **“Sunny Day” Outage Liability** through the input of preeminent telecommunications law firms:

“The availability of an affordable service that can turn two “911” trunks into 100 in time of need should have a bearing on an ITCO’s liability. It seems to me that the ITCO would be in a more defensible position if a customer weighs a modest monthly fee from their phone company against the risk, but still says “no.”

- Published Telecommunications Attorney, and former Chief of Staff to the Chairman, Texas P.U.C.

About Your Instructor, Leo A. Wrobel

In 1986, Leo pioneered collocation when he built the nation’s first Disaster Recovery Center in a central office. He was the first in the U.S.A. to “unbundle” telecom services - the year *before* the 1996 Telecom Act. He is the author of 12 books and over 1200 trade articles. He has lectured throughout the 50 states, in Canada, Israel, Chile, and as a special guest of the Chinese Academy of Sciences in Beijing, pictured here.



ITCO Advantages in the Market

The Disaster Recovery as a Service (DRaaS) market is estimated to grow from \$1.42 Billion today to \$11.92 Billion by 2020, a CAGR of over 50%. Much of this growth will come from Small and Medium Sized Businesses (SMBs), the new “go to” market for cloud services of all kinds. For these SMBs, cloud-based services are now so entwined with telecommunications as to be inseparable. Experts like Leo Wrobel believe this presents a unique advantage for ITCOs in the **ECaaS** marketplace:



“69% of SMBs already use cloud applications, allowing them to enjoy services which until recently were available only to the Fortune 1000. ECaaS is one of those services. The good news for ITCOs is that SMBs are the predominant type of customer that they already serve throughout rural America.”

Free Gift with Paid Attendance

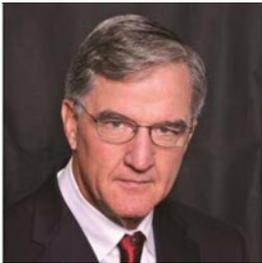
Leo knows what he is talking about from experience. He designed a disaster recovery system for a major airline that earned his firm millions of dollars. Find this and more in his 12th book, *“Disaster Recovery Planning for Communications and Critical Infrastructure*, © Artech House Books.



Receive Leo’s hardcover book, signed by the author (an \$87 value) when you attend a public seminar. While supplies last. (Choose one of the two free gifts per attendee)

ECaaS is Good Public Policy

Philip N. Diehl, was Chief of Staff of the U.S. Treasury, Staff Director of the Senate Finance Committee, and 35th Director of the United States Mint. He was also Director of Telephone Regulation for the Texas Public Utility Commission. Philip characterizes FailSafe this way:



“FailSafe is an ingenious system to safeguard e-commerce, improve emergency response, and save lives. FailSafe will stop the bleeding for hundreds of Independent Telephone Companies operating in small towns, on reservations, in family-owned businesses and in community owned cooperatives.”



Free Gift with Paid Attendance

Under Mr. Diehl’s leadership, the Mint increased profits from \$726 million to \$2.6 billion by such innovations as the 50 state quarter. (Profits are returned to the Mint’s owners, the taxpayer) As Director of Telephone Regulation for the Texas PUC, Philip pioneered the first Lifeline Telephone Service in the Lone Star State.

Receive a 50-State quarter set, signed by Philip Diehl as our free gift. Hurry, it’s only while supplies last. (Choose one of the two free gifts per attendee)



Common Questions and Answers

Q. What is FailSafe?

A. The FailSafe cloud is in use by banks, hospitals, and 911 centers nationwide. This patented system allows end users to coordinate responders in disasters, stay in contact with callers during network disruptions, and overflow to “reserve” call paths during unexpected spikes in inbound calls. The customer controls the system without having to call a phone company.

Q. How Do I Make Money?

A. Revenue is generated every time a user activates, tests, or overflows to the cloud. The ITCO increases its CABS, long distance, SMS, landline, and subsidies in addition to charging new monthly cloud service fees.

Q. How Does FailSafe Make Money

A. FailSafe collects a license fee from the ITCO and a cloud usage fee when calls exceed a certain monthly threshold.

Q. What Does It Cost?

A. It starts at less than \$350 a month.

Q. How Does It Work?

A. The basic package is a full-featured license. It is designed for your own internal recovery plan, for training, and to mitigate Sunny Day outage exposure. When the ITCO signs up a customer, they simply pay another license fee that they charge to their customer on their regular phone bill.

Q. Can FailSafe be White Labeled?

A. Yes. The ITCO is free to market under its own name. Find a sample billing insert at www.fail safecomunications.com.

Q. Why the Focus on ITCOs?

A. ITCOs have spare capacity that often bypasses urban choke points that can be targets for terrorism. They are also good candidates for ECaaS because other new revenue options are limited for them.

Q. Can the “Big Guys” Use FailSafe?

A. Yes! In fact, the major ILECs *ALREADY* carry these calls, and get paid for doing it. But ECaaS may never be as big a priority for them as it is for you. The plain fact is that dominant ILECs have lots of options for creating new revenue. ITCOs don’t. But of course you already knew that, right?

Q. Does FailSafe, or this class, qualify for reimbursement from a revenue pool?

A. In many cases the answer is yes. We discuss that topic in the course. We are also looking into RUS and USDA funding.

Q. Where is FailSafe available?

A. The service is available nationwide, in fact, anywhere that is part of the North American Numbering Plan. In addition to our terrestrial infrastructure, (and yours) satellite communications is also available, allowing ITCOs to offer a full range of other services, outside their normal service areas.

Q. Will I get “pitched” at this Seminar?

A. Absolutely not! We have not hired such esteemed talent to turn them into pitch men. You may expect a seminar that is lively, informative, thought provoking and professional.

Seminar Tuition and Terms

Option 1 If you *are* a FailSafe customer there is **no charge**. You pay only travel and lodging expenses for the instructor and provide a suitable conference room for the session. May qualify for reimbursement as Training, Information Technology, or other expense.

Option 2 If you *become* a FailSafe customer there is **no charge**. This may be your best value because there is no charge even if you only commit to the basic (\$333 mo.) package. May qualify for reimbursement as Training, Information Technology, or other expense.

Option 3 Tuition for a PUBLIC seminar is **\$995.00**. Volume discounts available. May qualify for reimbursement as Training expense.

Option 4 On Site Seminars for non-FailSafe customers start at **\$4995**. Restrictions apply. May qualify for reimbursement as Training Expense. Consulting, marketing, and business development services are available.

Visit www.failsafecommunications.com for more details and times.

To Register Call: (214) 888-1300

OR... Hear Recorded Info 7 days a week 24 hours per day from the actual FailSafe system by calling: (866) 501-8430



* Other restrictions may apply. We reserve the right to deny registration to any attendee or company for any reason, at our sole discretion. © 2015 FailSafe Communications Inc. All Rights Reserved.

Failsafe



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“Because Lives Are On The Line”™

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ATTENTION: 911 Centers, Municipalities, Police, Fire, Banks, Universities, and other Communications-Dependent End Users. Ask your phone company about Failsafe. If they are not yet offering this system, you can call us directly at (877) 806-7003. We will activate you on a provider that is already part of our cloud, without the need for you to change carriers.