

**Business happens everywhere.
Be prepared.**



Work on your terms.

Breaking down traditional communication



As your organization continues to grow so does the risk of information overload. Having the ability to manage, access and share information anywhere, anytime – regardless of geographical location or device – allows you to manage the overload and to choose how and when information reaches you. It can dramatically impact employee productivity, relationships with customers and the ability to complete mission critical projects.

Mobile computing is no longer a trend – it is a reality. Having the ability to access important information, whether you are in the office or on the road, can mean the difference between winning new business or losing it.

Take Control

Now is the time to take control of your communications and maximize your IT investment with the FirstClass® Communications Platform. The FirstClass Platform enables your organization to enhance individual and organization-wide communications, productivity and responsiveness to customers, partners and colleagues – vital in today's competitive landscape.

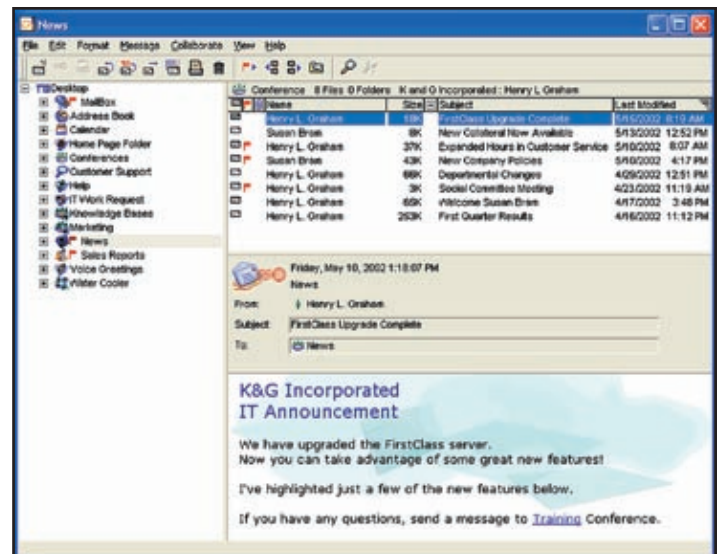
FirstClass is a software solution that combines the power of Centrinity's award-winning Collaborative Groupware and Unified Communications technologies into one secure, Common Communications Platform.

It is a cost effective communications solution that brings long term benefits to your organization. FirstClass provides cross platform functionality to enhance collaboration, promote teamwork and streamline communications within and outside of your organization.

Since our inception in 1989, FirstClass has been effectively addressing the evolving requirements of business. How? By understanding the daily demands put on you and your organization to liaise with customers, suppliers and colleagues in a timely and efficient manner. No longer is "being on the road" an excuse for not returning calls or participating in meetings.

Why FirstClass?

At the foundation of the FirstClass Communications Platform is Centrinity's Collaborative Groupware technology, which features email, public folders, address book, conferences, centralized directory, chat, and personal and group calendars. It enables you to foster team building and the sharing of ideas, and participate in group discussion areas and shared workspaces. In addition, FirstClass provides information management tools and web publishing capabilities.



FirstClass Desktop (*Explore view*) featuring a user's Desktop, Mailbox and a Message; simultaneous 3-pane window

barriers. Critical to the success of your organization.

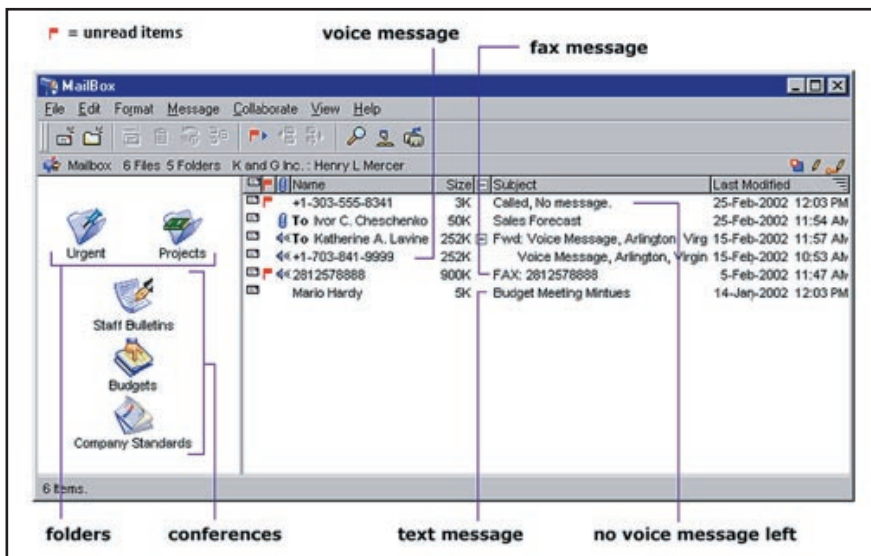


With the addition of Centrinity's Unified Communications technology you now have a powerful communications tool at your finger tips. FirstClass combines email, voice and fax messages into one easy to use, unified mailbox that can be accessed via the device of choice including cell phone, telephone, computer and handheld from any location, at any time. No longer do you have to rely on a number of different places to access your information and messages. Your information – no matter what the medium, whether it is a message, a presentation, document or spreadsheet – is just a mouse-click away with FirstClass.

Additionally, FirstClass provides you with the benefits of customized call handling, virtual fax and text-to-speech capabilities, which enables your email to be read over the phone – a 'must-have' communications tool in any customer-centric organization.

Centrinity's FirstClass core architecture gives your organization the flexibility to implement the technology that best suits your needs for today and tomorrow. For example, your organization can begin by implementing FirstClass Collaborative Groupware to help improve the collaborative process among your employees, partners and customers. You are then able to easily and cost efficiently add Unified Communications to streamline your communications within and beyond your organization.

Our core architecture has modular growth capabilities and can evolve with your needs. FirstClass offers easy co-existence or migration through connector and migration tools for Microsoft Exchange™ servers and Outlook® – without the high price tag of replacing your existing infrastructure. Instantly your organization will experience the benefits of FirstClass and its flexibility.



FirstClass UC Mailbox (Client view) featuring Messages, Folders and Conferences (collaborative workspaces)

FACT: By implementing FirstClass Unified Communications, your organization can recover up to three weeks a year – per employee. A recent report from the Robert Francis Group found that employees can save up to 30-60 minutes a day when using Unified Communications instead of relying on a number of different places and devices to access their messages and information. Now your employees can use this time to focus more on winning new business and ensuring customer satisfaction.

To experience the power of FirstClass, call **1.888.808.0388** to arrange for a demo.

Please visit the Centrinity website at **www.centrinity.com**.

FirstClass Benefits for your Organization

Accessible

- Ability to securely access information and messages 24 hours a day, seven days a week via the FirstClass desktop from any device available
- Provide an online workspace for teams – even in remote regional offices – to complete mission-critical projects
- Build critical knowledge bases that contain project plans, budgets, feedback, threaded discussions, policies and procedures, best practices and resources
- Create open forums for discussions, chats, and calendar events for employees, suppliers and customers

Flexible and Secure

- FirstClass is not susceptible to Outlook transmitted viruses
- All client/server links are encrypted and the webserver supports SSL (Secure Socket Layer)
- Message notification for mobile employees enables them to stay on top of important messages and events
- Ability to add on modules of FirstClass technologies to increase productivity and responsiveness to stakeholders – without the high price tag of replacing your existing IT infrastructure or supporting multiple systems
- Enable anytime, anywhere accessibility to user information and messages via a unified mailbox

Ease of Use

- Easy to navigate user interface reduces the learning curve and encourages usage
- Minimal training requirements save time and money
- Users can create and publish content independently or as a team
- Feature-rich environment works across multiple operating systems

Affordable

- Improve individual and organization-wide communications and responsiveness to stakeholders
- Access through internet connected devices means savings on telephones, fax machines, and computers
- Lower administrative costs per user through proven reliability and scalability, even as your system grows in size and scope
- Minimal hardware and personnel requirements decrease capital and operating expenditures

IMAGINE being able to take control of all of your information and break free of traditional communication barriers including operating system and hardware restrictions, geographical and time zone roadblocks that prevent you from working on your own terms to close the sale or complete a mission critical project. No longer is location key to doing business – whether you are situated at your organization's headquarters, working from your home office or on the road – you never miss a beat and always stay on top of incoming messages and information.

IMAGINE not having to rely on free Internet accounts when traveling because you cannot easily connect to your corporate email system when you are away from the office – compromising the security of your company's confidential information. Now with FirstClass you can securely access all of your important messages from your FirstClass account via the Internet by logging on to your FirstClass Desktop. In addition, you are able to listen to voice messages and access fax and email messages – all through an easy to navigate user interface – giving you a comfort level that all of your information is secure.



FirstClass Desktop (*web browser view*) featuring a user's Mailbox, Address Book, Calendar and Conferences (collaborative workspaces)

"Centrinity's FirstClass requires minimal hardware and administration. It is a high-performance, scalable and reliable communications platform. FirstClass enables us to seamlessly and securely improve our communications and responsiveness to customers and colleagues. A communications platform should be worry-free. You can believe it when Centrinity says 'It Just Works'."

Robert M. Reeder, Senior VP and CIO, Alaska Airlines

"As a client facing organization the ability to respond to important voice and email messages more efficiently is key in today's competitive landscape. FirstClass Unified Communications enables our team members to respond to client inquiries in a more efficient manner. With FirstClass our team members are able to access and forward important data and messages to other team members via their computer or phone. They can also receive new message notifications via their cell phone. So, it doesn't matter if they are on the road or in the office, they are able to quickly respond to customer needs and get the job done. We are also impressed with the ease of use of FirstClass. It is definitely a must-have communications tool for any growing organization."

Eric Rode, I.T. Guy, PT&Co.

About Centrinity

Centrinity is the global leader in communication and information management software solutions for enterprises, education organizations and government agencies. Headquartered in Richmond Hill, Canada, the company also has offices in Sweden, Ireland, and the United Kingdom. Since 1989, Centrinity has been committed to developing cost effective technology that enables our customers and partners to break-free of traditional communication barriers and work on their own terms.

FirstClass System Requirements

Server

Windows NT, Windows 2000

- Pentium class processor
- 8M available RAM, plus 100k/concurrent session
- 50M available disk space, plus additional storage for mail and user data

Macintosh OS 7.1 and later

- PowerPC class processor
- 16M available RAM, plus 100k/concurrent session
- 50M available disk space, plus additional storage for mail and user data

Client

Windows 95 and later, Windows NT, Windows 2000, Windows XP

- 80386 class processor or better (Pentium for Windows ME/2000/XP)
- 4M available RAM
- 4M available disk space

Macintosh OS 7.1 and later, Mac OS X

- 68030 class processor or better (PowerPC for Mac OS X)
- 10M available RAM
- 6M available disk space



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