



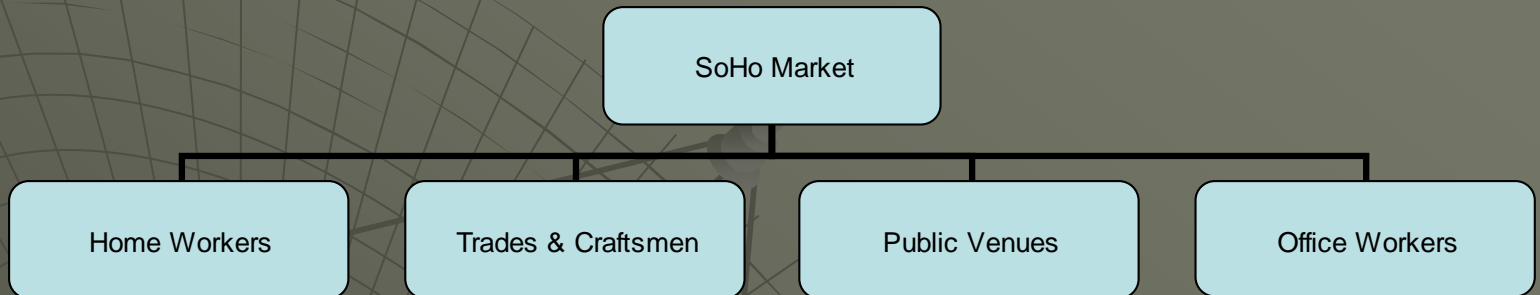
The SoHo Value Network

Jorge Hernandez
Vice President & CFO
Onelink Communications

What are SoHo's?

- ◆ SoHo stands for "Small Office/Home Office"
- ◆ Sometimes referred to as "Virtual Office"
- ◆ It may encompass a wide range of business structures, from the individual working solo, to companies with fewer than 10 employees
- ◆ Some examples include home-based businesses, independent contractors, and telecommuters
- ◆ SoHo's represent the backbone of our current economy; it is a large market

SoHo Market Segments



Vision	"Residential package plus business-enabling VAS"	"Simplicity is critical, everything else is secondary"	"No-hassle simplicity with a business video service"	"Tailored solutions with dependable support"
Characteristics	<ul style="list-style-type: none"> * No own permanent office outside of the home * Private environment 	<ul style="list-style-type: none"> * Manual labor, with the majority of time spent at customer site * Base of Operations is home or small office 	<ul style="list-style-type: none"> * SoHo's whose businesses are open to the public * May require public video services 	<ul style="list-style-type: none"> * Small independent offices with dedicated space for professional work * Multiple employees

VAS – Value Added Services

Source: Solon

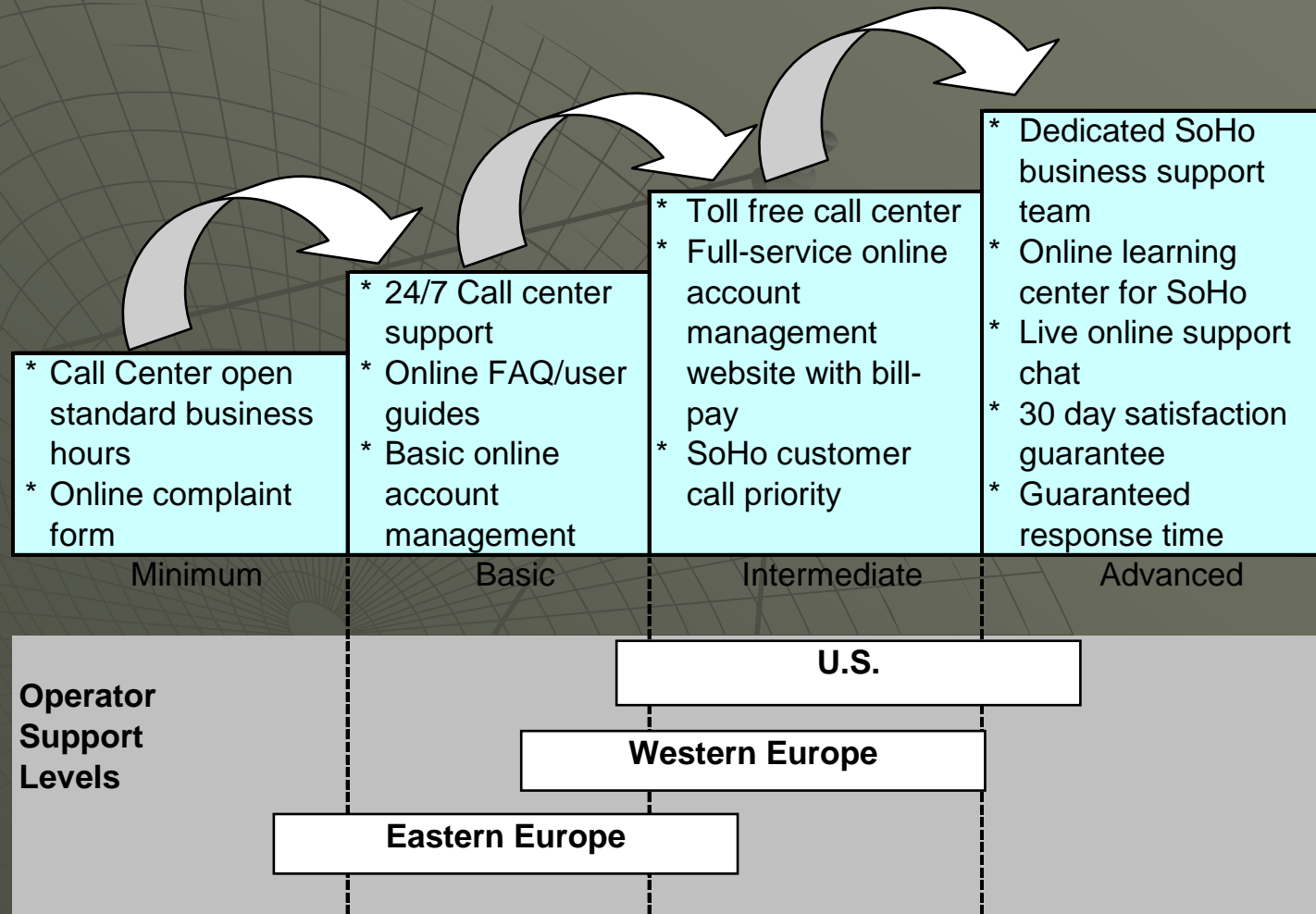
SoHo and Telecom

- ◆ Changes in Technology have helped SoHo's with their development. These include:
 - Email
 - WWW (Internet Access)
 - E-Commerce
 - Videoconferencing
 - Telephone connections by VoIP
 - Wireless Phone Devices

SoHo and Telecom Characteristics

- ◆ Internet and VoIP are vital for their success
- ◆ SoHo's have been found to be a less price sensitive market segment, more focused on reliability of the services used
 - Many SoHo's find a Telecommunications package as the perfect all in one solution to their needs
- ◆ Communications packages include internet access and domain, plus VoIP solutions with voicemail, long distance and caller id.

SoHo Customer Support Levels



SoHo's Core Requirements

- ◆ There are three core requirements for all SoHo's:
 - Reliable Connectivity – dependable voice connection and bandwidth at all times
 - Customer Support – SoHo's typically expect a higher level of customer service
 - Simplicity – user friendly products with low technical expertise requirements

Positioning Themes

		U.S.				Western Europe				Eastern Europe			
		<i>Sample Operators (4 per region)</i>											
<i>Theme</i>	<i>Sample Positioning:</i>	A	B	C	D	E	F	G	H	I	J	K	L
Affordability	"Savings your business can afford"	█	█	█	█	█	█	█	█		█		█
Bandwidth	"Business broadband"	█				█	█	█	█	█	█		█
Solutions	"We have the solution that's right for your business"				█	█		█		█		█	
Competitive	"Don't play games with your business communication"			█	█								
Productivity	"The right tools for your business"	█	█										
Simplicity	"Hassle-free services"						█						
Support	"Always there when you need us"												

Typical SoHo Positioning

Hard to differentiate

Core Needs of SoHo's

Opportunity to differ

Conclusion

- ◆ SoHo's are a growing segment of our economy with specific needs
- ◆ It is a segment filled with opportunities for both SoHo's and their telecommunications providers