trixb⬥x
The Open Platform for Business Telephony

Changing the World for SMBs

Fonality has changed the world for the millions of small and medium-sized businesses (SMBs) that need affordable, enterprise-class phone systems.

Before Fonality created its award-winning IP-PBX phone system, SMBs had only two options: pay astronomical prices for traditional PBX systems or settle for the typical, feature-lean, key phone systems that have always made SMBs look and sound small. Fonality enables SMBs to compete on a level playing field with much larger companies by providing them with scalable enterprise-class PBX phone systems that cost 40 to 80 percent less than comparable systems.

That's why Fonality now serves more than 3,800 businesses in 97 countries and why 60,000 users have made over 120 million phone calls using our hybrid-hosted business phone systems. From single-site businesses with basic telephony needs to national corporations with distributed call centers that need advanced presence management and communication tools, Fonality's solutions meet the demands of any business environment.

Industry Accolades

- *Business 2.0* declared Fonality a "Next Net 25" company, one of 25 leading world-wide companies of the "new Web revolution."

- Fonality was named a Pulver 100 company, the VoIP industry's premiere listing of privately held growth companies that represent the future of the communications ecosystem.

- Fonality's founder and CEO, Chris Lyman, was named one of the 50 most influential people in the VoIP Industry by *VoIP News*.

- *VoIP News* declared Fonality one of the "top 25 new VoIP companies set to change the way we all work and do business."

- *CRN Magazine* lists Fonality as "50 Emerging Vendors You Should Know"

The Story of Fonality

Fonality was founded in 2003 as a residential VoIP provider by serial entrepreneur and small and medium-sized business (SMB) expert, Chris Lyman. Within months of starting the company, Lyman and his team of four people needed a PBX phone system. After shopping around and receiving a $15,000 bid for a phone system for just five employees, Lyman went to his team and said "we're in the wrong business." Fonality immediately shifted gears from residential VoIP to business telephony.

Lyman's vision for Fonality was to change the phone market by creating the world's first truly affordable enterprise-class phone system for SMBs. Leveraging his expertise in making technology easy to use, he designed a product that was "as easy to use as Hotmail." Now, business owners and managers can manage and administer their own phone systems and eliminate the expense of calling the "phone guy" every time they needed to make a change to their phone systems.

Fonality stormed into the SMB IP-PBX market by leveraging an investment from a small group of angel investors. In 2006, the company received its first round of venture capital, a $5 million investment led by Azure Capital, which Fonality used to expand its management team and continue product development. Fonality has demonstrated significant business success – growing at a monthly rate of ten percent on average, achieving profitability in 2006 and increasing call volumes at a rate of 400 percent per year for the past three years. As a result of these successes, in early 2007, Fonality secured $7 million in a Series C investment round led by Intel Capital, with additional participation from Azure Capital.

Starting with FREE

trixbox® (formerly Asterisk@Home) began in 2004 as a home-grown, Asterisk®-based telephony project, but it rapidly became one of most active open source projects in the world. In 2006, trixbox attracted the attention of Fonality and the synergies between the companies quickly became clear. Fonality acquired trixbox in October 2006. trixbox has extended Fonality's IP-PBX product offerings from free on up. You can't get more affordable than that!

Company Timeline

December 2003	Fonality founded
February 2004	Fonality goes shopping for a PBX and realizes it is in the wrong business
October 2004	PBXtra Standard Edition Ships
November 2004	Asterisk@Home 0.2 Released
March 2005	PBXtra Call Center Edition Ships
July 2005	Fonality Customers Place 4 Million Calls
September 2005	Fonality Named to 'Pulver 100'
January 2006	Fonality Secures Series B Financing from Azure Capital
March 2006	Business 2.0 Names Fonality Top 25 Startup
May 2006	20 Million Calls and 10,000 Fonality Users
June 2006	PBXtra Wins *Internet Telephony* Editor's Choice Award
June 2006	Fonality Introduces HUD®
June 2006	Asterisk@Home Renamed trixbox
September 2006	*Network Computing* Names PBXtra Best IP-PBX for SMBs
October 2006	Fonality Acquires trixbox
November 2006	Fonality Customers Place 50 Million Calls
January 2007	trixbox 2.0 Released
February 2007	Fonality Secures Series C Financing from Intel Capital
March 2007	Fonality Named to 'Pulver 100'
March 2007	trixbox Appliance and Support Announced
April 2007	Fonality Customers Place 75 Million Calls
May 2007	PBXtra Named *TMCnet* Product of the Year 2006
July 2007	PBXtra Wins *PC Magazine* Editors Choice Award
August 2007	Fonality introduces trixbox Pro and launches trixbox.com

Award Winning Products

Fonality now offers trixbox CE, a flexible open source solution for the "build-it-yourself" enthusiast; trixbox Pro, a hybrid-hosted software-based solution for resellers to build solutions for their customers; PBXtra™, Fonality's turnkey off the shelf solution; and trixbox Appliance, a server built specifically to run trixbox.

These award-winning products are all built on an open source foundation and deliver the best of both worlds – the robustness, flexibility and affordability of open source coupled with the peace of mind that results from the unparalleled research, development, support and service provided by a commercial entity.

trixbox CE

Free, Flexible, and Open

trixbox Community Edition (CE) began in 2004 as the massively popular Open Source IP-PBX project named Asterisk@Home. Since then, it has grown into the world's most popular distribution of Asterisk with over 65,000 downloads per month. trixbox CE is known for its flexibility to satisfy the needs of custom deployments and will continue to be FREE.

Designed for trixbox by trixbox

trixbox Appliance is the only solution designed for trixbox by trixbox. Pre-loaded with trixbox CE or trixbox Pro, trixbox Appliance is stocked with hand-selected hardware to give you the highest quality phone calls with VoIP, digital, and analog connectivity options. trixbox Appliance eliminates the time and expense involved in buying separate hardware, downloading and installing software, configuring the hardware and software and then testing it all. Instead, trixbox Appliance delivers full-featured telephony right out of the box. Plug it in, turn it on, and go!

trixbox Pro

Commercially-Deployed and Proven

The newest addition to the trixbox family, and commercially proven since 2004, the trixbox Pro technology already supports thousands of businesses around the world with over 75 million calls to date. trixbox Pro is a hybrid-hosted solution which means you get 24x7 monitoring, Anywhere Management™, complete phone mobility, and automatic software updates. trixbox Pro comes in three editions starting with FREE Standard Edition on up to the full-featured Call Center Edition.

Your New Operator

Each trixbox Pro edition comes standard with HUD Pro, the all-in-one presence management tool that allows employees to control business communication from their desktops. HUD Pro enables effective communication across a teleworker enterprise by adding real-time access to employees via private enterprise chat, click to call, click to email, and drag and drop call transfer. trixbox Pro Call Center Edition and HUD Pro work hand-in-hand to deploy a distributed inbound and outbound call center with queue status, on-the-fly recording, call barging, and more.

Fonality in the Press

"Think of the trixbox Appliance Base, TB-00 as a high-end sports car. ...If your small businesses has a tech support staff and you want an economical solution that offers call queuing and ring-group features, you'll be hard pressed to find a better product.'
– *Robert P. Lipschutz, PC Magazine, July 2007*

"Fonality…is one of the most successful names in a growing niche of companies developing business phone systems on an open-source software platform called Asterisk."
– *Bruce Meyerson, Associated Press, February 2007*

"But what pushes [Fonality] over the line from discounting to disruption is that it also offers small and now medium-sized businesses the kinds of PBX functionality that previously only large enterprises could afford."
– *Robert Poe, VoIP News, November 2006*

"Fonality is emerging as a fleet big brained mammal as yesterday's PBX business dinosaurs are seemingly doomed to extinction."
– *AlecSaundersLog.com, November 2006*

"Fonality, a leading open source telephony company that offers VoIP solutions for the small business, announced today a new enterprise telephony appliance that is sure to make VoIP for the SMB easier to implement and more secure."
– *Joanna Stern, LAPTOP Magazine, March 2007*