## Why Have Your Customers Urgently Needed Synway's VoIP Gateways?

✓ A complete range of VoIP Gateways, ✓ unmatched price and lifetime warranty

- Session Border Controller
- · Carrier-Grade Gateway
- FXO/FXS Gateway
- GSM/3G/4G Wireless Gateway
- · T1/E1 Gateway
- · UNIWAY Hybrid Gateway

## **Commercial Values**

Cost is awful or not:

Synway: higher scalability & operation efficiency and lower-cost dynamic supply chain system help you win any bidding in hyper-competition

Competitors: lower scalability and worse supply chain system cannot control cost better or protect customer values

Lifetime Warranty or not:

Synway: With lower defective rate and higher MTBF up to 200,000Hrs, Synway provides lifetime warranty for free

Competitors: higher failure rate, expensive service charge, limited after-sale warranty (usually 1-year) or no warranty available

Always positive results or not:

Synway: Respect customers' needs and deliver tangible values in all time, with 100% customer retention rate, 100+ new partners join us annually:

Competitors: ignoring customer needs causes much headache and actual loss, which leads the customer to switch to Synway frequently;

Brand name good or not:

Synway: With 25-years expertise and 1 million products deployed across 108 countries worldwide in numerous application scenarios;

Competitors: No technology inheritance, product time in the marketplace is relatively short, not adjusting to diverse application needs;

Service is easily accessible or not:

Synway: Free service for installation, debugging, development, 24-Hrs reply any inquiry, help customers promptly move forward; Competitor: can't offer timely service, even need more than 1 week to respond to customer problems, or cannot provide solutions timely;



Help customers grow or not?

Synway: Listen to customers, help them develop new business opportunities; dynamically and organically grow business together;

Competitors: only casual customer-supplier relationship, not coexistence relationship, cannot help customers create new opportunities;

## **Technical Values**

Customizability for free or not:

Synway: according to actual needs of users, offer free custom-made services, new features, help users to achieve differentiated advantage;

Competitors: cannot provide personalized services, or can't do so promptly, or charge a high fee to fulfill customized services;

Features is rich or not:

Synway: combining requirements of thousands of users, have a wealth of functions to meet both personalized and standardized needs;

Competitors: functions are limited, or only can provide standard ones, cannot meet the needs of users provide users with value-added features;

Future-proof or not:

Synway: with the latest edge-cutting technology, not only satisfy today's needs, but meet the future needs, including Cloud, Mobility and UC;

Competitors: Products only meet the contemporary needs, cannot fit to future needs and protect customers' long-term value;

Simplest or not:

Synway: based on a large number of users experience, adopts sophisticated architecture for best user-friendliy and ease of use;

Competitors: cannot easily integrate products with field applications. Ease of use is low, resulting in poor customer experience;

Performance in extreme situation:

Synway: brandname dedicated chipsets and state-of-art technologies reassure highest reliability. Hi-performance in poor 6-40kbps network & 10%+ packet loss;

Competitors: usually using ordinary legacy CPU chipsets, its processing ability is fragile, with poor voice quality and lower system stability;

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**About Synway** 

As a major manufacturer and supplier of communication products and solutions, Synway specializes in providing superior Multimedia Gateway, Integrated Multimedia Switch, Telephony Hardware in use for Telecom communications. www.synway.net

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