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Medusa

Medusa Value Proposition

1. For operators of any form of shared-space, Medusa provides an **immediate infrastructure solution** delivering the right environment for each type of user.

- Shared-space is not directly addressed by the IT industry. Medusa solves that problem.
- Shared-space includes executive suites and business centres, hot desk hubs and lounges, co-worker space, hospitality, meeting space, conferencing and event spaces. For the operator of such spaces, Medusa offers a wide range of highly flexible working environments at the workstation.
- An “immediate infrastructure” is a solution that can be dropped into a location without any costly lengthy planning or consultation exercises. Operators can go from design through decision to operation in days, not months.
- Many space operators are unaware of the nature of the work environment that different groups of users require. Medusa reassures the operator that all user needs can be met as standard.
- Medusa can deliver all services over wired and wireless technology, remote buildings and multiple floors. The property manager can easily operate a diverse range of spaces as a single operation.

2. Medusa **creates revenues** from a range of billed, managed services, particularly for Internet and data usage.

- Good revenue creation requires that the operator offers a range of technology services. Medusa provides these as either service plans or functional options, available in a few mouse clicks.
- Service range is comprehensive and meets all potential needs of a widely-diverse range of users. Services include bandwidth performance products, services with guarantees or best-effort, consumption, remote user functions, security and advanced networking resources. Finding the best fit of services for the end user naturally enhances revenues from both space charges and additional service income.
- Services must be billable and have records of use available both manually and by 3rd party billing and management software.

- Services must protect against abuse and have means of limiting or alerting on excessive or out-of-plan use. This protects limited resources.
- 3rd party functions such as voice telephony can be provisioned and enhanced using Medusa's converged Patchless™ technology.

3. Medusa lowers all costs of operation ranging from day-to-day operational costs, support costs, capital, analysis and planning costs.

- Medusa does not require specialist staff for routine operations. Non-technical staff can provision voice, data and other services at workstation. Customer additions and changes are easily handled. A large degree of automation and informational support is provided, thus maximising the operator's offer whilst minimising labour.
- The Medusa hardware requirements are simple, low-cost and efficient, comprising just two required components. This minimises both capital costs and planning costs.
- Medusa is evolving to provide ever-increasing self-management by end users. It also increasingly integrates with business process automation software. Both developments lead to decreased operational staff time, fewer errors and increased user satisfaction.
- Medusa has a high degree of reliability, backups, and a service for operational continuity. Swap outs can be done in minutes while the system is full of monitors and alerts. This minimises staff time spent on handling exceptional events.

4. Medusa provides comprehensive integration with external infrastructure systems.

- The technical infrastructure of a property comprises many systems which service the environment of the occupant. Medusa provides the operator with a core capability to reduce the cost of implementation and yet increase ease of management.
- There are many independent voice solutions available to the operator, including existing legacy platforms. Medusa provides an immediate converged network through its Patchless™ technology. Regardless of whether you are using Voice Switches on-site, or using hosted voice off-site, Medusa provides a rock solid, easy to manage solution.
- Other external systems that need integrating include billing software, payment systems, call reception, occupant access control, cameras, data projection, signage and way-finding, environmental control, and more.

5. Medusa provides a future-proof implementation that evolves with market needs and never becomes obsolete.

- The crucial issue is that an operator's investment in infrastructure should supply all user needs for the lowest total cost of ownership. Medusa installations run for more than 10 years and never become obsolete.
- Medusa is future-proof because it is constantly updated for changing technology, user service requirements and changes in the shared-space market.