



We Help Make the World Better.  
Our Customers Provide the Vision.



Call today for a free analysis at: **800.538.8181**

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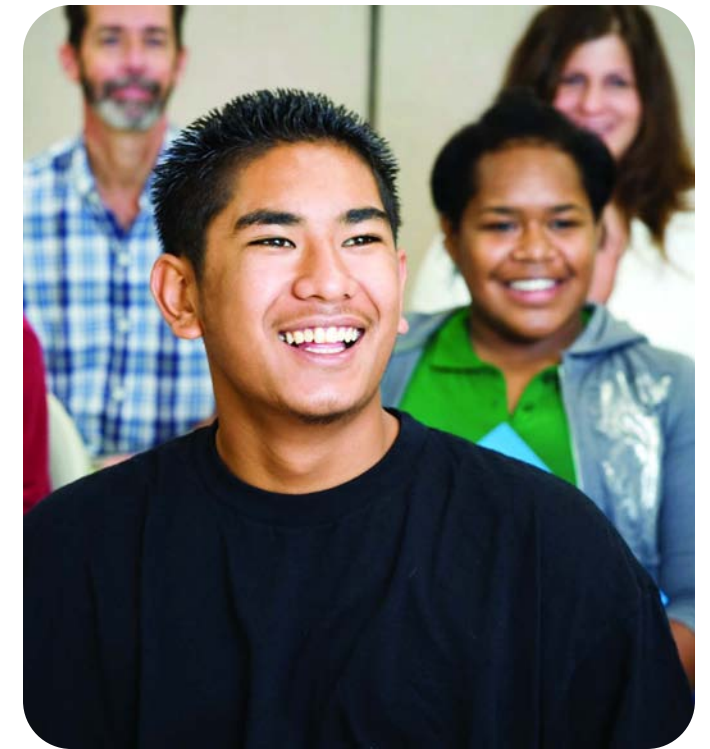
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# Our Customers are as Diverse as their Telecommunications Requirements.



**P**atagonia® is an outdoor equipment and clothing company that began as a group of climbers and surfers who were trying to find a better way to do what they love. They began by creating climbing equipment, but they quickly became set apart from their competition by their overwhelming concern for the environment.

Their Philosophy: Build the best product, cause no harm, use business to inspire and implement solutions to the environmental crisis. This is their mission as a company and is what has set them apart by leading the green movement in the business world.

They donate time, services and at least 1% of their sales to hundreds of grassroots environmental groups all over the world who work to help reverse the tide.

**BetterWorld Customer Since: 2007**

Services Provided: Local, long distance, multi-location, audio conferencing, web conferencing, multi-location stores and headquarters.

*BetterWorld is a member and donation partner of One Percent for the Planet, started by Patagonia.*



**D**on Beyer Automotive Group is America's favorite Volvo dealer serving Northern Virginia and Washington, D.C. since 1973. Their founding principle is to be the best in the nation at customer intimacy – to understand customer needs, to be good listeners and to be aware when any relationship goes awry. This principle has kept over 40,000 customers happy for almost four decades.

"A business more about serving people and building relationships than it is about selling cars." Evidence of this mantra is clear in the way they do business. The first and only dealership in Virginia running on wind power credits, Don Beyer is the recipient of Falls Church's First Environment Steward Award among many other awards. Community involvement highlights include: Homes for Adults with Mental Retardation Disabilities, Jobs for VA Graduates, Alexandria Community Trust, and the D.C. Campaign to End Teen Pregnancy.

**BetterWorld Customer Since: 2009**

Services Provided: Local, long distance, multi-location, MPLS, high speed data, remote stores and headquarters.



**I**nc. magazine's mission remains unchanged for more than 30 years since the publishing of the first issue. Helping business owners navigate the rocky voyage from garage to fully managed state. Along the way, Inc. has built a community of like-minded business leaders who are challenging conventional thinking, creating new products, services and industries, and generating jobs.

**"You're not just writing for a rational person. You are writing for someone who has the soul of an artist, and their expression is business."**

— Bernie Goldhirsh, Inc. Founder

Starting a company is a giant gamble, undertaken only by men and women who are prepared to work hard and risk a lot. As the handbook of the American entrepreneur, Inc. magazine's editorial mission is to provide the information, inspiration and encouragement that will help these creative mavericks start, run and grow their businesses.

**BetterWorld Customer Since: 2009**

Services Provided: National and International Voice and Web Conferencing Services, multi-location



**G**oodwill® inspires hope and self-confidence, helping people from all backgrounds and walks of life to feel successful, valuable and dignified.

Goodwill's network of 165 independent, community-based affiliates in the United States and Canada offers customized job training, employment placement and other services to people who have disabilities, lack education or job experience, or face employment challenges.

Every day, someone gets a good job, with help from Goodwill. More than 155,000 people obtained meaningful employment in 2009 through their participation in Goodwill programs. These people went on to earn \$2.5 billion in salaries and wages, and contributed to their communities as productive, tax-paying citizens.

**BetterWorld Customer Since: 2009**

Services Provided: Local, long distance, dedicated data and voice, audio conferencing, web conferencing, multi-location stores and headquarters.

*BetterWorld is a national affiliate in the Goodwill Partner network.*





## About Us

**BetterWorld provides business-grade voice and data telecom solutions,** applications, hardware and cloud computing services in over 30 states, comprised of traditional services such as local, long distance, toll-free, conferencing, Internet access, as well as cloud communications services such as VoIP, unified communications, and Virtual PBX products.

**BetterWorld offers an average 23% savings off the competition,**

a 100% service guarantee, all while donating 3% of revenues to causes that benefit children, education, environment and fair trade.

**Sign up for a free communications analysis** which makes the process of switching simple and efficient.

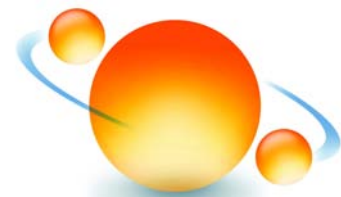
**Our unique value proposition creates guaranteed savings and satisfaction,** one bill, one number to call, all wrapped in our certified mission.

**BetterWorld Proudly Serves over 40,000 employees** that all share a common goal: *To make the world a better place.*

**BetterWorld's solutions integrate all voice, data, and Internet carrier services,** customized to each customer's requirements.

**BetterWorld Aligns With Your Mission** as we are the first certified carbon-neutral telecom carrier in the U.S., we donate 3% of revenue and we are the only telecom carrier certified by Climate Cooler, B Corp, 1% for the Planet and WorldBlu.

**BetterWork™ Today for a Better World Tomorrow:** Let us show you how to create substitutions for on-site equipment, building space, travel and commuting. Our BetterWork™ solutions reduce your overhead and environmental impact, while improving employee satisfaction and productivity.



## Our 5 Customer Promises

### 1) 100% Satisfaction Guarantee

Accountability - all of our products, services and support are 100% guaranteed — No questions asked! Simply put, if you're not satisfied with our service and/or quality in a particular month — we'll refund your bill for that month

### 2) Exceptional Personalized Customer Service

We provide our customers with an exceptional personalized customer service experience of quality, dedication and performance not equaled by any carrier today. We serve our customers with excellence, humbly and with a servant's heart.



Our 5 Promises to Our Customers.

### 3) Fast Live Help

Your phone call will be personally answered during business hours by a dedicated professional, who is eager to help. It's our goal to answer all calls live, but if we can't take your call right away we promise to call you back within 30 minutes.

### 4) Consistent Follow Up and Follow Through

When you call with an issue or question, we will give you an exact time by which you will receive a call back. When we call you back, we will provide you with an update even if we are still working on your question or issue.

### 5) Management Accountability

We promise you efficient and friendly service at all times. If you're not satisfied, neither are we. Our managers are available to address any concerns. Guaranteed Support. Guaranteed Savings. Guaranteed Mission. Our Customer Commitment and Value Proposition.

## Solutions

**One bill, one number to call,** all with the industry's only unconditional 100% guarantee every month of service — our mantra: **Technology Counts, People Matter.** We offer America's only truly bundled, customized voice and data carrier solution for small to medium-sized organizations (10-10,000 employees) nationwide.



BetterWorld's value proposition is to deliver bundled voice and data services and make this complex solution "Easier, Friendlier, and More Reliable" for our clients. This message has resonated well with CEOs, CIOs, and CFOs, especially in a market where voice and data providers are not known for their "user friendliness." At BetterWorld, we take a highly client-centric approach which is consultative, transparent, cooperative, and flexible.

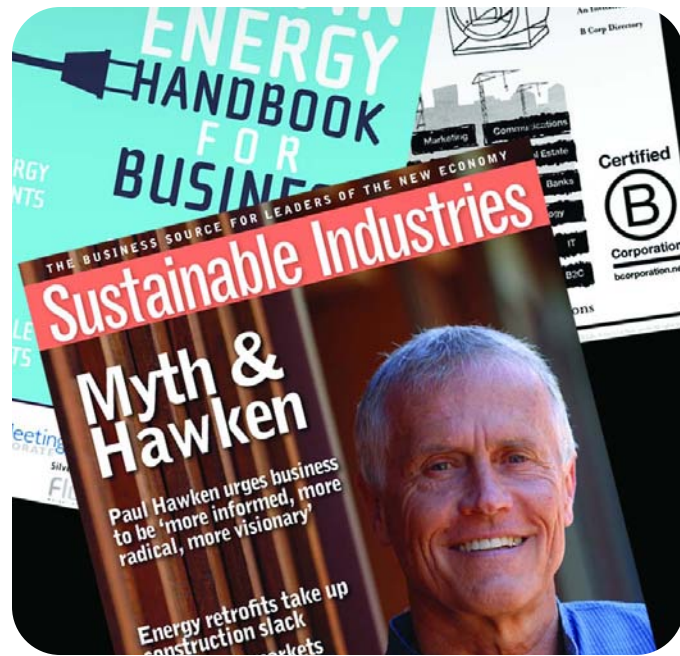
**We create unique bundles for one or dozens of locations from the following products:**

- Cloud Communications (Unified Communications, IP Trunking, VoIP, Virtual PBX, Web/Audio/Video Conferencing)
- Cloud Computing (hosting, colo, virtual private servers, consulting, applications)
- Traditional Telecommunications Carrier Services including switched & dedicated local, long distance / 800
- Internet and Data Access: OC-48, MPLS, DS3, T1, DSL, Cable





# Our Customers are as Diverse as their Telecommunications Requirements.



**Sustainable Industries** serves a focused audience that includes business executives, entrepreneurs, MBA students and thought leaders with independent analysis, indispensable tools, leading business forums and an authentic voice. **BetterWorld Customer Since 2008**



**Guayaki** only works with partners that sustainably harvest organic yerba mate from rainforest-grown and reforestation projects, generating a renewable income stream that enables these communities to improve their lives and restore land. **BetterWorld Customer Since 2008**



**Bainbridge Graduate Institute** is a learning community, where students build strong, cooperative educational relationships. Their faculty includes distinguished business school professors and business innovators from around the U.S. and Canada. **BetterWorld Customer Since 2009**



**RSF Social Finance** offers investment options for earnest and transformative financial relationships. All of their investment funds directly support innovative enterprises in Food & Agriculture, Education, the Arts and Ecological Stewardship. **BetterWorld Customer Since 2009**



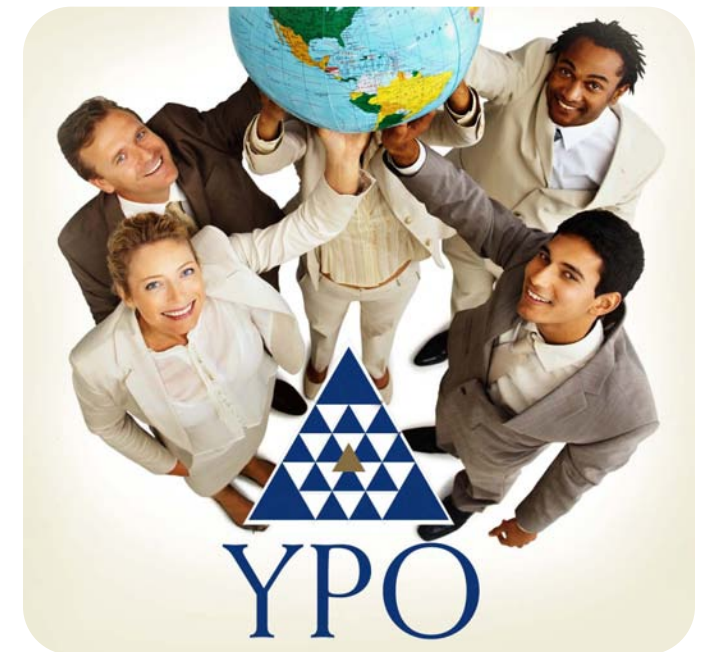
**Honest Tea** creates and promotes delicious, truly healthy, organic beverages. In addition to creating a healthy alternative beverage, Honest Tea is committed to social responsibility, that is central to Honest Tea's identity and purpose. **BetterWorld Customer Since 2006**



**Easter Seals** is a leading charitable organization providing exceptional services, education, outreach and advocacy so that people living with disabilities can live, learn, work and play in our communities. **BetterWorld Customer Since 2009**



**The Hub** is the nexus of entrepreneurship, funding and mission. A place where non-profit and for-profit social change ideas build into viable enterprises that address complex problems from poverty, climate change, people and planet. **BetterWorld Customer Since 2010**



**YPO**, is about connecting to the right people, information and ideas. It's always been important. But in today's complex, competitive and interconnected world, it is absolutely essential. The world's most powerful network is YPO. **BetterWorld Customer Since 2009**

# BetterWork™

**BetterWork™** is a restorative framework, developed by BetterWorld in partnership with the Bainbridge Graduate Institute, that emphasizes using telco and Internet services to enable significant reductions in business-related commuting, buildings and travel - which make up over 75% of the U.S. carbon output and are huge drags on jobs, profitability and productivity.

“**INCREASING VIRTUAL MEETINGS AND TELECOMMUTING TODAY COULD... HELP TO SAVE HALF OF THE CURRENT U.S. CARBON EMISSIONS.**”

- WORLD WILDLIFE FUND, *From Workplace to Anyplace, March 2009*

This is an enterprise-wide solution that physically provides substitutions for commuting, travel and building activities through the implementation and adoption of technologies such as voice/ video/ audio conferencing, virtual PBX, VoIP and unified communications — combined with access and quality of service.



**BetterWork™** combines VoIP, Internet, voice/ web/video conferencing and unified communications with a broadband connection all in an integrated, cloud-based solution to translate messages between devices, locations, enabling a true work anywhere, anytime environment for the enterprise.

# Certified Mission

**B Corporations** are a new type of corporation which uses the power of business to solve social and environmental problems, BetterWorld is a founding B Corporation.

**B Corporations** are unlike traditional responsible businesses because they:

- Meet comprehensive and transparent social and environmental performance standards.
- Institutionalize stakeholder interests.
- Build collective voice through the power of a unifying brand.



## BetterWorld Telecom — REPORT CARD

**Industry:** Telecommunications  
**Product/Services:** Voice and Data Telecommunications  
**Location:** Reston, VA  
<http://www.betterworldtelecom.com>

### Summary: Re-certified November 2010

Points Earned for:	% Points Available
<b>Accountability</b>	<b>69%</b>
Employees	55%
Consumers	55%
Community	42%
<b>Environment</b>	<b>58%</b>
<b>Composite B Score</b>	<b>47%</b>
80 out of 200 is eligible for certification	
60% points available = <b>Area of excellence</b>	

## Highlights From B Impact Assessment

**Environment:** Office supplies come from recycled materials, all company facilities are located within 1/2 mile of public transportation, >75% of the company's printed materials environmentally-friendly paper, >50% of carbon inventory offset, >75% of corporate materials from recycled or sustainable materials, Public transit/carpooling incentives for all employees.

**Employees:** All employees paid a living wage, 50-80% of individual/family health insurance premiums covered, 6 weeks+ maternity leave.

**Community:** More than 50% of the customers are local, >10% of profits are donated to community based charities, Employees get 20 hours per month of paid time off for community service.

# Giving Back

*At BetterWorld, our deepest core belief is that business is the fastest, true lever of change that we seek in the areas of social and environmental change today.*

To this end we have committed 3% of our revenues and literally thousands of hours of our time towards organizations that support children, education, the environment and fair trade – as well as others that collectively support tens of thousands of businesses nationwide, improving and giving voice to their sustainability efforts. Here are some of organizations that we support with our time and donations:



## Strategic Partnerships

*Our Partner Relationships Deepen Our Commitment and Expand Our Quality.*

Developing win-win programs for organizations and associations is at the crux of BetterWorld Telecom's firm commitment to its partners. This dedication, coupled with the promise of significant, ongoing revenue streams by utilizing our communications services to create additional revenues and value add for our affiliates.

### Goodwill National BetterWorld Telecom Program

- BetterWorld highlighted and promoted to all Goodwill locations and regions
- 3% of all revenues from program donated back to Goodwill International

### TechSoup Global National Donation Program

- TechSoup Global distributes donated technology to nonprofits and libraries. More than 133,000 organizations received donations through TechSoup.
- TechSoup offers 450+ product donations from more than 40 donor partners including Microsoft, Adobe, Symantec, Intuit, and Cisco, and BetterWorld.

# Getting Started

## Our communications audit and proposal process

- Our comprehensive audit process is simple and free, and requires very little time from you or your organization
- We guarantee at least 10% cost savings over your current solution
- We will show you strategies for significantly reducing your organization's carbon footprint
- All backed by BetterWorld's 100% no questions asked service guarantee – one call, one bill, one solution, the BetterWorld way.

## After just two meetings – your savings will start in less than two weeks

- ✓ **Meeting One** – BetterWorld assesses current organization setup, communications infrastructure and future requirements & develops
- ✓ **Meeting Two** – BetterWorld presents cost savings (at least 10%), Carbon Strategy, and provisioning schedule – go/no go decision from organization

## The BetterWorld Value Proposition:

***Guaranteed savings and satisfaction, one bill, one number to call, all wrapped in our certified mission.***

**Call or email to get started  
 800.538.8181  
[wecare@betterworldtelecom.com](mailto:wecare@betterworldtelecom.com)**



# Case Studies

## Oregon 211info

**And BetterWorld Telecom Team to Offer Oregon Citizens a Quick-Response H1N1 Influenza Epidemic Hotline**

*Providing Critical Community Support and a Model for Other Quick Response Hotlines*

### The Challenge

The State of Oregon established an Influenza hotline to serve as a one-stop information call line for both seasonal flu and H1N1 for the general public, health care providers and labs. Information provided included: vaccination locations and answers to general questions about seasonal flu, H1N1 and the vaccine.

The State of Oregon contracted with Oregon 211info to handle the calls, gather demographic data including where they were calling from, age range, gender and general info on call type. Information was reported to the Health Action Network and updated every day. Oregon 211info faced a number of challenges: quickly ramping up staff, funding technology, capacity, coordination and service delivery – all on a very short

timeline, with the H1N1 flu season on the horizon.

### The Solution

A state 800-number dedicated to public health emergencies – one number to give to the public, but have that number act as triage. The State selected 211info due to its ability to ramp up on their short timeline and absorb the projected call volume.

Cloud-based Contact Center: The technology and solution BetterWorld provided for 211info Hotline was a combination of calling features and modules based on the BroadSoft BroadWorks Call Center platform, which delivers advanced contact center features, including automatic call distribution, auto attendant and reporting – all in a fraction of the time and cost of traditional solutions.

### The Results

From October 12, 2009 to March 31, 2010, the influenza hotline received 20,860 calls, 85 percent of those calls were received during the first 45 days of operation. Oregon 211info was one of just two 211infos in the U.S. to build and run the H1N1 hotline in time for flu season in 2009.

## Greenpeace USA

**Reduces Phone and Internet Service Costs as BetterWorld Tailors Several Products and Locations into a True Solution**

*Global environmental leader relies on BetterWorld for their critical communications services and support*

### The Challenge

Lower operational overhead and costs and provide a full array of telecom carrier services to locations in more than a dozen states in all regions of the U.S. – all under one bill, with one number to contact for questions and support. Bottom Line: Save money, streamline Greenpeace USA's communications infrastructure and create better communication within the organization and with Greenpeace USA's complex stakeholder map.

Greenpeace has a problem, and they have been fighting it for over 35 years – the world is heading towards an environmental train wreck and the day of reckoning is fast approaching. As one of the early and continuing leaders

in the fight against environmental issues such as global warming, deforestation and to keep the pressure on, Greenpeace must have a rock-solid communications infrastructure to support its efforts.

### The Solution

After an extensive audit and with Greenpeace USA's requirements in hand, the BetterWorld team went to the drawing board: our goal was to look for immediate cost savings and we accomplished that by replacing many of their services at the Greenpeace USA HQ in Washington, DC, including: Dedicated Local PRI, Dedicated Internet, Local calling, Long Distance and Toll Free / 800.

Each office now has access to hundreds of features, including extension dialing across the enterprise, find-me-/follow-me integration with other devices, all directly serviced and supported by BetterWorld.

### The Results

Greenpeace USA reduced its monthly voice and data communications costs by over 25% at its main location and began moving the organization towards a more streamlined and common infrastructure with minimal capital expense and competitive monthly costs.

“IT IS A JOY TO HAVE A SINGLE POINT OF CONTACT TO RESOLVE ANY ISSUE THAT HAS ARISEN. THE CUSTOMER SERVICE HAS BEEN EXCELLENT.”

- PAT KEYES, Facilities Manager - Greenpeace

“BUSINESSES DON'T JUST WANT THE BEST PRICE, THEY WANT THE BEST VALUE. THEY WANT SOMEONE TO MANAGE THEIR SERVICES, NOT JUST FIND THE LOWEST COST... HOSTED SERVICES, UNIFIED COMMUNICATIONS, AND EQUIPMENT PROVISIONING ALL ARE THE ANSWER TO MANY END USERS' COMMUNICATIONS NEEDS.”

- PHONE + Magazine, 2010

“I WOULD LIKE TO THANK BETTERWORLD FOR THEIR EXCELLENT SPEED AND SERVICE. THEY WORKED WITH US ON A VERY TIGHT SCHEDULE TO GET US THE SERVICE WE NEEDED. THE FLEXIBILITY THEY PROVIDED ALLOWED US TO HANDLE THE DYNAMIC PROBLEMS THAT WE FACED.”

- BUCK HELMKE, IT Director, Obama-Biden Campaign for Change

“30% OF THE EMPLOYEES IN INDUSTRIALIZED NATIONS WILL TELEWORK 2-3 DAYS A WEEK BY THE YEAR 2019...THE MARKET FOR RELATED PRODUCTS AND SERVICES WILL BE \$400B PER YEAR.”

- TECHCAST, George Washington University Think Tank, July 2010