CLOUD PBX: USING MOBILITY APPLICATIONS TO DIFFERENTIATE YOUR PRODUCT IN A CROWDED MARKETPLACE

MTA CONFERENCE

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OUR CUSTOMERS’ SUCCESS WITH METASWITCH BUSINESS SERVICES

Our customers on average growing their HPBX lines at

>55% YoY Growth

... and More
WHEN ITS ON A BILLBOARD…

…HOSTED UC HAS JUMPED THE SHARK

Now, how do you?
  Differentiate in a crowded market?
  Maintain & Grow Revenue and Loyalty?

PARTICULARLY WHEN YOUR CUSTOMER IS BECOMING…
THE MOBILE WORKFORCE

62% 34% 40%

95% SMARTPHONES

ISLANDS OF TECHNOLOGY - BAD

Companies want mobility integrated into the larger enterprise

HOW IMPORTANT ARE FEATURES PRE AND POST PURCHASE?

Auto Attendant

70%

70%

70%

69%

31%

32%

Important to Purchase Decision

Important to Our Company Today

Softphone

Call Center

Mobility and UC
PURCHASES OF MULTIPLE CLOUD SERVICES

- Three or More Services: 36%
- One Service: 22%
- Two Services: 12%
- None: 30%

MOVING TO THE CLOUD? YEAH...

- 80% of respondents are likely to move some part of their IT to the cloud
- For larger businesses, it’s more like 95%
- Why?
  - Cost savings
  - Ease of management
  - Access to technology

POSITIONING THE INEVITABLE

By 2020, IT professionals will have to manage 50x more information. 1.5% while increasing IT staff by only 1.5%.

How are you going to manage that?
UC AND MOBILITY APPS

DEFINING UNIFIED COMMUNICATIONS

The evolving corporate UC mix is a multi-party affair, but Service Providers can address most and integrate with others.
UNIFIED COMMUNICATIONS – KEY FEATURES

- Soft phone with PBX functions
- Instant messaging with ‘presence’
- Contact management/integration
- Integration with Microsoft Outlook
- Integrate with business applications

MOBILITY – KEY FEATURES

- Make and receive calls over mobile networks and Wi-Fi
- Mid-call features such as transfer and park
- Seamlessly move calls to another device
- Instant messaging with presence

OTHER PRODUCT CONSIDERATIONS - BATTERY

<table>
<thead>
<tr>
<th>Well engineered solution</th>
<th>Typical UDP app</th>
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</thead>
<tbody>
<tr>
<td>8%</td>
<td>registered on WiFi</td>
</tr>
<tr>
<td>12%</td>
<td>registered on 3G</td>
</tr>
<tr>
<td>18%</td>
<td>average drain</td>
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</table>

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3G/4G TO WI-FI MOBILITY

- Wi-Fi to Cellular call continuity
- Important to maximize signal for voice quality
- Codec also makes a difference

BEST PRACTICES FOR YOUR OFFER

THINK SIMPLE WITH YOUR OFFER

Simple for:

Sales to position

Customers to understand

Operations to turn-up and support
PACKAGING OVERVIEW

- 3 seat types – Basic, Standard, Premium
- Phone is separate – can be leased or purchased
- LD is included – minutes per seat aggregated across the account
- Non-recurring will be minimal – low barrier to entry

RECOMMENDED PACKAGING AND PRICING

<table>
<thead>
<tr>
<th>Basic Seat</th>
<th>Standard Seat</th>
<th>Premium Seat</th>
<th>Global Features (included in every sale)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBX Feature Set</td>
<td>Basic plus: CommPortal access, Voicemail, Business Call Manager</td>
<td>Standard plus: UC and Mobility, Auto Attendant, Music on Hold, Admin Portal</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Target</th>
<th>Pricing (MRC)</th>
<th>Long Distance</th>
<th>Phone Price</th>
<th>Non-recurring</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$15</td>
<td>Unlimited</td>
<td>$5-$50 per month based on chosen phone with option to purchase</td>
<td>$30-$50/seat (one-time)</td>
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</table>

Voice Transport: Included (data access would still be required)

PHONES – KEEP TO A MINIMUM

Polycom VVX 300

Key Features:
- 10 programmable buttons
- Monochrome display
- Speakerphone

Price: $150 or $5-$8/mo.
WHAT ARE YOU WILLING TO SPEND?

- Wouldn't pay extra
- $5 per month per mobile phone
- $10 per month per mobile phone
- $15 per month per mobile phone
- $20 per month per mobile phone
- Not interested

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<th>17%</th>
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<td>11%</td>
<td>8%</td>
<td>5%</td>
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<td>29%</td>
<td>21%</td>
<td>24%</td>
<td>26%</td>
<td>8%</td>
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MARKETING EXAMPLE – ALASKA COMMUNICATIONS

OFFICE PHONE SYSTEM FEATURES NOW ON-PHONE AND ANDROID WITH ALASKA VOICE APP.

COMCAST APP – INCLUDED IN UC PACKAGE

Simple Yet Powerful Voice Communications.

<table>
<thead>
<tr>
<th>PLAN</th>
<th>INVOICE COMMUNICATION</th>
<th>$19.95</th>
<th>$14.85</th>
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<tbody>
<tr>
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CONCLUSION

- Mobility/UC gives your customers have the tools to succeed
- Keep competitors at bay – all deploying mobility as part of their offers